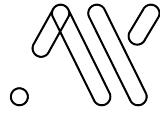


Anna (Hsin Hua) Yang

Designer with expertise in Marketing and Communications



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Experience

Oct 2023 - Present

Costa Mesa, CA

Communications Intern

Experian Inc.

Developed and executed effective internal communication strategies aligned with organizational goals and objectives. Researched and gathered insights for communications, fostering cross-functional collaboration.

Produced clear, concise, and engaging content and assets for various internal communication channels, including videos, banners, emails, SharePoint designs, newsletters, high-level presentations, templates, meeting materials and more.

Sep 2022 - Dec 2023

Los Angeles, CA

Art Director

USC Annenberg Media

Delivered high-quality news graphics for a 30-minute local news broadcast under tight deadlines, completed more or less than 14 design requests on the day using Adobe suites and uploaded to Streamline, iNews on the corresponding segments.

Nov 2021 - Sep 2022

Los Angeles, CA

Graphic Designer

Better Up

Designed and animated educational materials for weekly lessons. Included creating a 15-second opening and closing sequences, and editable exercise sheets with Acrobat.

Contributed to the rebranding process, assisting in enhancing teaching and learning experiences. Delivered interaction designs and illustration for an interface project.

Jul 2021 - Jul 2022

Los Angeles, CA

Junior Designer

Brand New School

Delivered designs for campaigns, pitching deck, storyboards, illustrations, UI/UX, social media posts, and styleframes for clients include Google, Andriod, Sephora, Disney, Dell, Apple TV+, Conoco, Meta, Leqvio, and more using Figma and Adobe Suites.

Education

Aug 2022 - May 2024

Los Angeles, CA

M.A. Public Relations and Advertising

University of Southern California

GPA: 3.90

Sep 2017 - Jun 2021

Savannah, GA

B.F.A. Motion Media Design, Graphic Design

Savannah College of Art and Design

GPA: 4.0

Skills

Figma
Adobe Photoshop
Adobe Illustrator
Adobe Aftereffects

Branding and Marketing
Storytelling
B2B Designs
PR and Communications