

Hello, I'm Xiangyi (xyxy), a **talented designer** with a solid design **academic background**, creative **industry experience**, strong **empathy** and **interest** in the **creative world**.

I **design, illustrate** and **code**. My works always focus on **building meaningful connections** between brands and consumers.

I studied...

- | | |
|--------------|---|
| 2018
2017 | Master of Communication Design
RMIT University, Australia
- GPA: 3.8/4.0 , today who cares about GPA
- Core courses including Interaction Design, Layout Design, Typography, Service Design, Global Communication Design, Design Management |
| 2016
2012 | Bachelor of Art Design
(Visual Communication Design)
Jiangnan University, China
- won university scholarship once because I was designed to do that |
| 2015
2014 | Exchange programme
Service & Interior Design
Thomas More University College, Belgium
- worked in groups with interior designers on service design projects. Most of the time, we fluently communicated in body language, instead of Chinese, English, Dutch or other languages I know, like HTML, CSS, and JavaScript |

I have these skills and interests...

- | | |
|------------------|---|
| Computer | Adobe Creative Suite (especially Photoshop, Illustrator, InDesign, After Effects, Premiere, XD), Keynote, Atom & Github, Sketch, Invision, Figma |
| Design | Translating Conceptual Briefs , Human-centered Design, Experience Design, UI/UX Design, Illustrating, Calligraphy, Graphic Design skills, Creative coding, Zine making, Gif images making, Documentation, Photography, Videomaking, Service Design |
| Interests | Tech Tech Tech, Galleries & Museums, Observing people's behaviours, Design psychology, Travel & Cuisine, Comedy & Music, Making bad jokes & Challenging myself |

And I worked in the creative industry as...

- May-Sep 2019** **Intern**
One Small Step Collective, Melbourne
- created stories that stick in both **digital and printed** channels, using **Sketch, Photoshop, Illustrator, Indesign, Keynote** and **After Effects**
 - **illustrated** a lot and actively contributed to **motion graphics** and **coding** projects
 - **managed photos** for social channels and assisted with **photo shooting**
- Mar-Sep 2019** **Graphic Designer**
Flood Projects, Melbourne
- **redesigned and developed the website** for the studio
 - **designed posters for films** that went to different film festivals, museums, and galleries, and win awards
- Mar-now 2019** **Founder**
<https://daysbeforegettinghired.xyz>, Melbourne
- started from the idea of **using personal stories to make changes**
 - **built the whole branding system** for the project, **coded** the website, **illustrated** for the stories, **connected** the people in the industry and **explored the marketing world** (including **EDMs** and **social advertising assets**)
- Jun-Nov 2018** **Safety APP Trail intern**
Metro Trains, Melbourne
- worked with the team to **develop the strategy** of the app trail for giving the ideas and structures about the product and working wireframes
 - contributed to **over 100 interviews in total** and data analysis for getting feedback about the product ideas
 - **used illustration and drawing skills** to present my team's ideas and solutions to help my team kill the pitching session, and **our idea was chosen for further stages** - that is why I got the chance
- Apr, 2018** **Communication Designer / Finished Artist**
Oct, 2017 **Good for Nothing, Melbourne**
- joined a group of designers in the real creative industry for a day of **thinking, collaborating** and **creating** for supporting **local not-for-profit projects** twice
 - spent the entire day working my socks off - from **creative ideation to design production**, doing whatever we can do, for nothing
 - contributed to the branding system design with **marketing plans** proposal for Open Canvas in four hours

Wanna give me five?

If you **give me a call**, on +61 424 770 901, you may go to voicemail, but **leave me a message** or **Send me an email**, xyxyspace@gmail.com.

I live in Docklands, Melbourne but super interested in **Sydney** opportunities.

Go and check my little space on **<https://xyxy.space>** for more fun.

Now on the graduate temporary subclass 485 visa with **full work rights** till 2021.

Referees upon request.

Available ASAP.