

# HAIWEI YEH

## PROFILE

<https://www.jojoyeh.com/>



+1 4242788820



jojohy1020@gmail.com

## EXPERTISE

- Illustration
- Graphic Design
- Branding
- Photography
- Ceramic
- Painting

## EDUCATION

### MASTER OF FINE ARTS, DESIGN

2023

University of Southern California,  
Los Angeles

### BACHELOR OF FINE ARTS

2013

Tainan University of Technology  
Tainan, Taiwan

## EXPERIENCE

### CUSTOM CUP FACTORY

GRAPHIC DESIGNER | 2020 - 2021

Active involvement in logo and website creation, collaborating with sales to determine client requirements and make recommendations on suitable materials, met with clients including providing guidance on design style, print production, and timelines.

### S.W.C GROUP & CUSTOM CUP FACTORY

GRAPHIC DESIGNER | 2019 - 2020

Managed client proposals from typesetting to design, print, and production, while also spearheading the company's website design efforts, including developing concepts, graphics, and layouts. Additionally, determined size and layout of copy and illustrative material for optimal visual presentation.

### LINWOODS GALLERY

MARKETING EXECUTIVE | 2016 - 2017

Implemented successful marketing strategies and coordinated promotional events for joint collaboration event with artist Richard Wearn, resulting in increased visibility and attendance. Developed and managed an online blog for visitors to share their experiences, enhancing promotion of exhibitions and gallery. Planned and installed exhibitions and lighting.

## SKILLS

- Adobe Creative Suite
- Figma

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## AWARDS

### **Bronze Prize**

2012

International Biennial Print Exhibit R.O.C.

Taipei

### **Iron Award**

2023

A' Design Award

Italy

## EXPERIENCE

(CONTINUED)

### **DRIVE MEDIA GROUP**

Graphic Designer | 2015 - 2016

Managed daily production of innovative design film, leading a team of three assistants in graphic and production material preparation. Regularly worked on graphics, layouts, and production materials using InDesign, Illustrator, and Photoshop to produce high-quality layout and production samples.

### **Chinese International Beauty Pageants Association**

Design Intern | 2013 - 2015

As a design intern, contributed to visually captivating graphics and layouts, assisting in various stages of design projects using Adobe Creative Suite. Collaborated with cross-functional teams, supported client presentations, and gained hands-on experience in design production processes, demonstrating creativity and attention to detail in a fast-paced environment.

## REFERENCE

### **EWA WOJCIAK**

PROFESSOR | USC

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### **CHARLES HSIEH**

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