

Yolanda Kuang

Digital Graphic & UX Design Specialist
Portfolio | yolimeli.co.uk

Contact

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About

A creative graphic designer with a sharp eye for detail and a passion for turning ideas into user-focused, impactful designs. I translate complex concepts into clean, effective visuals that help brands stand out and connect with their audience.

Known for exceeding expectations, I consistently deliver high-quality work that drives engagement and boosts brand visibility.

Skills

- Graphic Design
- UI/UX Design
- Web Design
- Project Management
- Digital Marketing



Education

Master's Degree

DESIGN & BRANDING STRATEGY

BRUNEL UNIVERSITY | LONDON

Experience

- ☐ **Freelance Graphic Designer** | 2022 - Present
Creating bold, effective visuals for print and digital media. I work closely with clients to develop branding, websites, and marketing content that brings ideas to life.
- ☐ **Lead Graphic Designer** | 2014 - 2022
AVADO Learning | London
 - Revamped e-learning UX, boosting user retention by 15%.
 - Designed award-winning interfaces, driving a 20% rise in enrollments.
 - Delivered 100+ digital assets, increasing engagement by 25%.
 - Led brand identity overhaul, improving consistency and cutting timelines by 30%.
- ☐ **Lead Graphic Designer** | 2009 - 2014
UNICORN Training | London
 - Created cohesive brand visuals for top corporate clients, strengthening brand identity.
 - Mentored junior designers, boosting team performance under tight deadlines.
- ☐ **Children's Gallery Visual Designer** | 2004 - 2006
Hsin Yi Foundation | Taiwan
 - Innovated children's theatre set designs, enhancing audience engagement.
 - Designed children's book layouts, boosting sales by 8%.
 - Managed print production for 50+ publications, ensuring top-quality results.