

# Yolanda Kuang

## Lead Brand & UX Designer

Open to Remote & International Opportunities

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## Core Skills

- Brand Identity & Visual Systems
- Graphic & Digital Design
- UX/UI Design (Figma, wireframes)
- Design for Engagement & Conversion
- Art Direction
- Design Leadership
- Cross-functional Collaboration

## Key Achievements

- Increased user retention by **15%**
- Increased enrollments by **20%**
- Delivered 100+ assets → **+25% engagement**
- Reduced delivery timelines by **30%**

## Education

Master's Degree

Design & Branding Strategy

Brunel University

## Profile

Lead Brand & UX Designer with 10+ years of experience creating impactful visual identities and user-focused digital experiences across e-learning, marketing, and brand platforms.

Skilled in translating complex ideas into clear, engaging design solutions that improve user engagement, retention, and brand visibility. Proven track record of delivering measurable results, including increased user retention and conversion through UX-informed design.

Experienced in leading end-to-end design projects, mentoring designers, and collaborating with cross-functional teams in both in-house and remote environments.

## Professional Experience

Freelance Brand & UX Designer | 2022 - Present

- Partner with clients to develop strategic brand identities, websites, and marketing assets
- Design user-focused digital experiences that enhance usability and engagement
- Deliver end-to-end design solutions from concept to execution
- Collaborate remotely with clients and distributed teams

## Professional Experience

### Lead Brand & UX Designer

AVADO Learning, London | 2014 - 2022

- Led visual and UX improvements for a large-scale e-learning platform, increasing user retention by **15%**
- Designed engaging digital experiences that contributed to a **20% increase in course enrollments**
- Delivered 100+ digital and marketing assets, improving user engagement by **25%**
- Led brand identity overhaul, improving visual consistency and reducing project turnaround time by **30%**
- Collaborated with marketing, product, and development teams to deliver cohesive and effective design solutions
- Mentored junior designers, improving team performance and maintaining high design standards

### Lead Graphic Designer

UNICORN Training, London | 2009 - 2014

- Developed cohesive brand visuals across digital and print platforms for corporate clients
- Strengthened brand identity through consistent and high-quality design execution
- Managed multiple projects under tight deadlines while maintaining quality and consistency

### Visual Designer (Children's Gallery)

Hsin Yi Foundation, Taiwan | 2004 - 2006

- Designed visual environments and theatre sets to enhance audience engagement
- Created layouts for children's publications, contributing to increased sales
- Managed print production for 50+ publications, ensuring high-quality output