

Elena Tang

Digital Designer | Brand Designer

Portfolio: www.elenatang.com

I am a creative, collaborative, and empathetic visual designer with a background in e-commerce & consulting, combining expertise in both business strategy & visual design.

✉ elenatangdesign@gmail.com

☎ 626-840-4363

📍 Based in Los Angeles, open to relocation

_Experience

Digital Designer | Branding

Yami | Jun 2023 - Present, Brea, CA

- Designed banners, emails, and landing page assets with a focus on user-centered principles, increased user engagement while maintaining brand consistency across digital platforms for marketing team. Created design templates, videos, flyers, and printing materials for social promotion.
- Collaborated effectively with the design lead and photographer to produce creative, innovative design solutions under tight deadlines and a fast-paced environment.
- For the 2024 Back-to-School campaign, successfully translated business objectives into visually compelling illustrations & logos, increased company sales and GMV.

Design Consultant | Design Lead

USC Avenues Consulting Group | Feb 2024 - Present, Los Angeles, CA

- Developed brand design guidelines and assets for various clients, with expertise in logo variations and branding for Captis Intelligence.
- Formulated business objectives and design direction for the brand Cirrus. Effectively coordinated with strategy and engineering teams to deliver the final design and presentation. Successfully led the design team in visual development.

Brand Designer

Studio (SUM) Thing | Sep 2021 - Sep 2023, Los Angeles, CA

- Collaborated and supported product, design, and marketing teams in research, concept, prototype, and development phases.
- Provided leadership in branding & graphic design, including prototypes, logo design, and brand design guidelines for the brand LifeLog, a safety remote control system. Worked effectively with web engineers to successfully launch the design.

User Experience Designer

Art Center College of Design | May 2021 - Aug 2021, Pasadena, CA

- Designed a new digital user experience with knowledge and skills of human-centered design, research, and user interviews.
- Contributed to the redesign of ArtCenter Library's digital archive website, enhancing its accessibility and incorporating inclusive technology solutions for online archives and special collections.

Experience Designer

Salesforce | Jan 2021 - May 2021, Pasadena, CA

- Worked with Salesforce creative design team to deliver an immersive experience for Dreamforce. Created presentation decks, provided weekly report to key stakeholders.
- Helped Dreamforce transform into a hybrid tech conference that provided customized exploration, collective innovation, and relaxed networking opportunities for professionals, executives, and trailblazers through a deep understanding of key pain points, customer needs and company's strategic goals.

Teaching Assistant

Art Center College of Design | May 2020 - Aug 2020, Pasadena, CA

- Provided peer coaching to students, helped them understand how universal materials participate in manufacturing production.

_Education

University of Southern California

Sep 2022 - Anticipated in May 2025 | LA, CA
GPA 3.92/4

M.S, Intergrated Design, Business, & Technology

Art Center College of Design

Sep 2017 - Apr 2022 | Pasadena, CA

B.S, Product Design | Minor in Social Innovation

_Recognition

2021 Denhart Sustainable Prize

2020 Art Center Scholarship

2018 Art Center Provost List (GPA 3.85)

2018-2020 Art Center Williamson Gallery

Packaging Konki

3D Printing Helmet

Anubis Clay Model

Stapler Design

Ceramics Cup Set

_Core Strengths

Softwares

Figma

Keyshot

Adobe Photoshop

Canva

Adobe Illustrator

Microsoft Office Suite

Adobe After Effects

HTML/CSS

Adobe InDesign

Adobe Premiere Pro

User Research

User Interview

Storyboard

User Stories

Business Model

User Journey

Usability Testing

Visual Design

Interface Design

Illustration

Web Design

Sketching

Icon Design

Branding

Packaging Design

Typography

_Interests

🤿 Free Diving, 📷 Photography, 🐎 Horseback Riding