

YOUYANG HAO

PRODUCT DESIGNER

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EDUCATION

Georgia Institute of Technology

Master of Industrial Design
2021 - 2023

University of Southern California

Bachelor of Fine Arts in Design
Product Design Minor
Communication Design Minor
2017 - 2021

SKILLS

3D DESIGN

Maya
Solidworks
Makerbot
Sketchup

ADOBE

Illustrator
Photoshop
InDesign
Acrobat

SOFTWARE & TOOLS

Visualization
Data analysis
Office

UIUX

HTML/CSS
Sketch

LANGUAGES

Mandarin
English
Spanish

AWARDS

Magna Cum Laude (2017- 2021)
Roberts Lawrence Fowler Award (2017- 2021)
USC Roski Fine Arts Award (2018)
Carile Helen White Award (2018)

PROFILE

Youyang is a first year master student at Georgia Tech majoring in industrial design. He practices art since kindergarten and have a background in traditional Chinese painting, drawing, and illustration. Youyang has a strong passion in automobile and wearable industry when designing, and values human-centric and well-purposed design. He also has experience in entrepreneurship and marketing.

WORK EXPERIENCE

AUDITOIRE | Creative Intern

Shanghai, China | June 2021 – August 2021

- Developed a marketing campaign for clients including Chaumet, Genesis, Adidas...
- Designed, managed, and directed the design and production of art installation projects that are displayed at the Aranya Theater Festival, Sino-Ocean Taikoo Li Chengdu, and Fila Fusion showroom.

ADIDAS | Installation Artist

Shanghai, China | January 2021 – July 2021

- Collaborated with individual artists for an installation art and fashion exhibition hosted by Adidas Stan Academia at TX Huaihai, Shanghai.
- Used defected Adidas products to create an inflatable installation that discusses the importance of sustainability in the art and fashion industries.
- Cast in Adidas commercials that was displayed on television and internet.

LULULEMON | Marketing Intern

Los Angeles, CA | February 2020 – May 2020

- Developed a marketing campaign for Lululemon focusing on gender and sexual equality.
- Generated ground works for marketing campaign including researches in branding and creative briefs.
- Created and drafted messages, media, and promotional strategies, including ways to attract public attentions with 15,000 subscribers on social media like Instagram, TikTok and Twitter.

PIZZAHUT | Marketing Intern

Los Angeles, CA | September 2019 – December 2019

- Worked with professors from the Deutsch Agency and created a marketing campaign on food delivery services for PizzaHut in the US, with marketing penetration of promoting late night delivery services.
- Generated advertising ideas, including poster design and marketing related product design on social media.

TEZIGN | UIUX Design Intern

Shanghai, China | May 2019 – August 2019

- Designed advertising materials for multi-national clients with yearly revenues of 8 billion, including Unilever and Country Garden.
- Collaborated in development of the company's digital marketing system, including an AI system, in order to produce of a variety of advertising directly targeting to desired customer groups.
- Performed marketing related logistic issues of the company, including creating signage system and wall artwork for creative office space, and developing UI/UX for company's official website.