

About

Shang-Lun Yang is a graphic designer currently residing in New York. Before that, he finished his studies at Pratt Institute in 2012. He specializes in branding, prints, and digital design.

Education

Pratt Institute / New York / 2012
MS Communication Design - Digital Design

Fu-Jen Catholic University / Taiwan, Taipei / 2009
BS English Literature

Experience

Designer, La Mer / Apr. 2016 — Present
Supported art directors by conceptualizing their visual directions. Designed various collaterals for print, social media, and visual merchandising. Retouched, organized and released the brand's campaign visuals.

Junior Graphic Designer, ALOHA / Sept. 2014 — Jan. 2016
Assisted art directors in creating the brand's editorial, social media and digital collaterals.

Graphic Designer, Arch & Loop / Aug. 2013 — Aug. 2014
Assisted directors and senior designers in their concept development for interactive, editorial and packaging collaterals.

Freelancer, La Mer / Jul. 2013 — Aug. 2013
Worked with art directors on packaging and editorial materials for the brand and assisted in their development for product campaigns.

Freelancer, Laird & Partners / Apr. 2013 — May 2013
Designed presentations for clients, layouts for magazine ads, research for creative concepts, and retouching for brands campaign visuals.

Freelancer, Partners & Spade / Mar. 2013 — Apr. 2013
Executed branding projects, presentation layout design, and final delivery of prints.

Junior Graphic Designer, Edun / Jan. 2013 — Mar. 2013
Handled editorial design for press, internal documents, photo retouching, and site maintenance.

Junior Graphic Designer, Pop-Market / Sept. 2012 — Jan. 2013
Was responsible for campaign emails designs, internal documents, and assisted art director on their branding strategy.branding strategies.

Awards

W3 Silver Award
Silver CLIO Award
Bronze Pentaward
The Dieline Award
Gold Spark Award
HOW International Design Award Merit