

Yutong Xie Digital Designer

Experience

Designer - Oculus VR, Facebook - 2020 / Present

- Selected by the Oculus Launch Pad Program, design and develop product prototypes for the Oculus Store using the Quest headset
- Responsible for designing a complete visual package for an indoor exercise application including an original branding design system.

Design Instructor - YokeyPokey, VR Arcade - 2020

- Designed visual assets and online tutorials for the STEM classes: 3D Design & Modeling, Game Maker - Design & Code, 3D Animation
- Curated multiple online exhibitions with digital design works

Visual Designer - The New School, Parsons - 2019

- Designed a branding system for the Public Lecture Series including Logos, Digital and Print Posters, Kiosk Display and Web banners

Digital Designer - Kreëmart, Creative Agency - 2018

- Designed motion graphic works and creative videos for all the social media platforms
- Worked as the brand designer and collaborated with other creatives to grow the Instagram followers from 400+ to 5000+ within 4 months

Web Designer - Fort Gansevoort, Gallery - 2017

- Redesigned the gallery's website using existing branding assets; tested usability for website optimization
- Developed a new archival system and implemented a thoughtful and sustainable online exhibition system for each artist

Graphic Designer - f.y.b Jewelry - 2016

- Designed visual materials including the online and print advertisement, email promotions and website assets using existing brand aesthetics
- Collaborated with the product design team to improve the web experience design and performance

Contact

Portfolio yutongxie.com

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Skills

Software

Adobe Suite

Cinema 4D

Figma

Blender

Unity 3D

Spark AR Studio

Prototype Tools

HTML

CSS

JavaScript

WebGL

three.js

p5.js

Production

3D Printing

Risograph Printing

Education

Parsons School of Design

Design and Technology, MFA
2018 - 2020

New York University

Digital Communications, BS
2014 - 2018