

# Yiquan(Bella) Feng

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## EDUCATION

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### University of Southern California, Roski School of Art and Design

Los Angeles, CA

*BFA for Design; Minor in Marketing*

January 2024 - Expected May 2027

- **Cumulative GPA:** 3.5/4.0
- **Relevant Coursework:** Digital Tools for Design (Adobe Suite), Web Design, 3D Modeling, Typography, Publication Design, Marketing Strategy, Histories & Critical Theory of Art, Design, and Visual Culture

### University of the Arts London

London, UK

*Study Abroad BA (Hons) Graphic And Media Design*

February 2026 - June 2026

## PROFESSIONAL EXPERIENCE

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### Oversea Chinese Town (OCT) Co.

Shenzhen, China

*Design & Marketing Coordinator*

June 2025 - August 2025

- Developed pitch decks for the Hanfu (Chinese Traditional Apparel) Cultural Department of the 2025 Global Tea Fair (10,000+ attendees), presenting how Hanfu connects with traditional Chinese tea culture and engages Gen Z audiences.
- Analyzed visitor demographic and engagement data to identify key attractions and inform targeted marketing strategies, enhancing event visibility and audience engagement.
- Collaborated with marketing and design teams on event promotion and on-site experience, creating large-scale stage and event backdrop designs, along with supporting visual assets (e.g., regional tea identifiers and props)

### Roski Galen Printing Lab

Los Angeles, CA

*Media Lab Technician*

September 2024- Present

- Assisted 100+ students with printing, laser cutting, film scanning, 3D printing, and bookmaking, ensuring smooth workflows and managing front desk operations, answering questions, and process transactions..

## LEADERSHIP & INVOLVEMENT

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### Trojan Marketing Group

Los Angeles, CA

*Designer & Marketing Strategist*

August 2025 - Present

- Developed marketing strategy for Saysh, a women-led athletic brand founded by Olympic gold medalist Allyson Felix, including competitor and product analysis, audience and industry research, client goals, and deliverables.
- Contributed marketing strategy and visual design direction for a proposed \$75K marketing investment, aligning campaign ideas with brand positioning and target audience insights.
- Designed creative briefs and pitch decks translating research into clear, actionable visual storytelling, presented to brand leadership and co-founders.

### USC CSSA (Chinese Students and Scholars Association)

Los Angeles, CA

*Design & Media Communications Co-Director*

January 2024 - Present

- Led social media strategy (Wechat blogs, Red Note, and Instagram) content planning, and designed editorial layouts for WeChat Official Account articles to increase engagement and event visibility.
- Designed event and festival posters, digital graphics, merchandise, and photography for three large-scale students annually, each engaging 200+ students.
- Coordinated communication between the department and sponsors, maintaining the content posting schedule and ensuring posts were published on time. Supervised members' layout designs and gave editorial feedback.

### USC Annenberg Media

Los Angeles, CA

*Contributor*

January 2025 - December 2025

- Produced and edited short-form video content, including USC building tours and street interviews for the TikTok trend "What Are You Listening to in Your Headphones," gaining 200+ likes, 1,000+ views, and contributing to Red Note's 1,300+ follower base.
- Collaborated with contributors and producers across the full content production lifecycle, from ideation and scripting to equipment coordination, interview outreach, and final editing and publishing on Red Note, Annenberg Media websites, and Instagram under tight deadlines.

### Daily Trojan

Los Angeles, CA

*Artist & Designer*

September 2024 - September 2025

- Created designs, illustrations, and covers for weekly print-out newspapers and monthly magazines distributed throughout the whole campus. Participated in layout and visual content planning.

## SKILLS

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**Skills:** Adobe Creative Suite (PS, AI, ID, AE), Figma, Rhino, Blender, HTML web design, Microsoft Office

**Language:** Mandarin, English