

YIQUAN FENG

University of Southern California 2027
Bachelor of Fine Arts in Graphic Design
Minor in Marketing
GPA: 3.54

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EXPERIENCE

DESIGN & MARKETING INTERN | *DITTO*

MAY 2026 - PRESENT

- Designed visuals and merchandise including posters, stickers, and apparel for launch and fundraising.
- Created pitch decks and visual assets to support product storytelling and investor communication.
- Designed social content and campaign visuals across TikTok and Instagram for audience engagement.
- Applied user insights and performance data to refine visuals, contributing to growth and a \$9.2M raise.

DESIGN & MARKETING INTERN | *OVERSEA CHINESE TOWN CO.*

JUNE 2025 - AUG 2025

- Designed promotional visuals and digital assets for a youth-focused cultural campaign.
- Supported online and on-site activations across multi-platform marketing initiatives.
- Analyzed audience engagement data to refine campaign creative and visual strategy.
- Contributed to a campaign that generated 800K+ impressions and increased youth engagement by 20%.

DESIGNER & MARKETING STRATEGIST | *TROJAN MARKETING GROUP*

AUG 2025 - PRESENT

- Developed visual campaigns and promotional activations for Saysh marketing initiatives.
- Designed merchandise, event assets, and social content for a 500+ guest campaign.
- Created pitch decks and visual narratives for internal and external stakeholders.
- Supported a multi-channel campaign that drove 12% website traffic growth and 90% merch sell-through.

CONTENT CREATOR | *ANNENBERG MEDIA*

JAN 2025 - DEC 2025

- Produced short-form social content for TikTok and Instagram from ideation through post-production.
- Monitored engagement metrics and platform trends to improve content performance.
- Developed social-first storytelling strategies tailored to Gen Z and entertainment audiences.
- Built A/B testing workflows to refine content packaging, covers, and promotional assets.

DESIGN & MEDIA DIRECTOR | *USC CHINESE STUDENT ASSOCIATION*

JAN 2024 - PRESENT

- Managed social communications across WeChat, Red Note, and Instagram for student audiences.
- Directed promotional campaigns and visual assets for large-scale campus events and activations.
- Coordinated multi-platform content rollouts for community engagement initiatives.
- Developed standardized workflows to improve creative production and team collaboration.

ART DIRECTOR & MARKETING | *ORIGINAL SERIES "7 DAY COUPLE"*

MAR 2025 - OCT 2025

- Led creative direction for a student-produced entertainment series across digital platforms.
- Designed key art, posters, and promotional assets that generated 10K+ views and 300+ engagements.
- Supported social campaigns and audience engagement for series promotion.
- Collaborated on multi-platform content rollouts and entertainment marketing initiatives.

AWARDS

- Scholastic Art & Writing Awards
- Celebrating Art Awards
- XuBeiHong Awards
- Dean's List

SKILLS



Photoshop



Illustrator



InDesign



AfterEffects



Premiere Pro



Blender



Figma



Procreate



HTML



CSS



Microsoft Office



English/Mandarin