



R U O X U E W A N G

## EDUCATION

Graphic & Interactive Design  
Bachelor of Fine Art  
Tyler school of Art, Temple University  
– Philadelphia, USA, 2013-2018

## WORK EXPERIENCE

意间文化艺术

Creative Director

- Beijing China 2019.8 - now

- Output: All projects design lead, Project time-line arrangement, Packaging & Product Design.

Annie International inc.

Project Manager / Graphic Designer

- North Wale, PA, 2018 - 2019

- Output: Design lead, Improve brand design visual, and print system guideline, New design had obvious good market results.

Time inc.

Fortune / Money Magazine

Art Director / Designer

- NewYork, USA, 2017.6-2017.9

- Output: front of book design, Improve social video post to motion graphic design.

Fiverr

Photo Editor - Any kinds of photo editing over 2000 jobs with average 5 stars reviews. – Online, USA, 2016-2018

## SELECTED FREELANCE:

Time inc. Money Mag - NY, 2017, 2018

Animation for Suze Orman

Animation for Mark Cuban

Animation for Babara Cocoran

KapuKapu VC candy - Beijing, 2021

Packaging design

Owl Illustration – Temple Univ, 2017

Illustration Design

China USA International – USA, 2016

Logo Design

European Kitchen – China, 2017

Logo, Identity Design

Yo It's Free, It's Funky – NY, USA, 2017

Dance Battle Poster Design

About Hotpot – Philadelphia, 2017

Restaurant Logo Design

## SKILLS

Adobe Photoshop, Illustrator, InDesign, After Effect, Adobe Dimensions, Lightroom, Microsoft Suite, Invision,

## DESIGN CATEGORIES

Packaging, Logo, Brand VI, IP Character, Poster, Brochure, Website, App, Animation, GIF, Motion Graphic, Data Visualization, Editorial, Magazine, Photo Edit, Book covers, illustrations, UI, UX

## AWARDS, EXBITIONS, FEATURE, PUBLISH

GDUSA Packaging Design 2019  
Winner

Packaging of the World.com  
Featured on Website, Social media, 2019

Favourite Design Book  
Published on Artist Feature book, 2019  
Featured on Social media, 2019

Brand Magazine "Little Things"  
Featured / Published on Bi-Monthly Theme Magazine, 2019

SPD (Society Publication of Designers)  
52 Annual Student competition:  
Editorial design: 2nd Place winner  
– NewYork, USA, 2017

"56" Best Thesis Project  
Temple University Tyler School of Art

"Restaurant Show" Faculty 3rd place  
Temple University Tyler School of Art

## SUMMARY

A person that really loves and feel passionate about design and life. I'm always on the path of learning besides hard working. A good sense of priority drives me focus on every fast-paced project, and deadline is not a concern.



RUOXUE WANG

王 若 雪

## EDUCATION 学历

平面设计及交互设计, 全日制本科  
Tyler school of Art, Temple University  
- 美国费城 2013-2018

## WORK EXPERIENCE 工作经历

北京意间文化艺术  
设计总监  
- 中国北京 2019.8 - 至今  
- 工作内容: 所有设计项目视觉定位及把控、项目进度及工作安排、包装设计、产品设计等。多款设计单品销售额短期内超三百万。

美国安妮国际Annie International inc.  
平面/包装设计师、项目经理  
- North Wale, 美国宾夕法尼亚州, 2018 - 2019  
- 工作内容: 主设计师, 优化公司各品牌产品体系视觉系统, 优化公司生产对接文件系统, 优化后在市场有明显的销量增长和价格涨幅。

纽约时代出版社Time inc.  
财富杂志/金钱杂志  
艺术指导/设计师  
- 美国纽约, 2017.6-2017.9  
- 工作内容: 负责两款杂志前页设计, 与签约插画师、编辑部等各个部门沟通。把普通媒体平台发布视频优化为视觉动画, 离职后成为签约动画师。

## FREELANCE 独立设计师作品

纽约时代出版社金钱杂志  
- 独立签约动画师(长期)  
- New York, 2017

北京健康宅  
- 咪咪咪VC软糖系列包装设计  
- Beijing, 2021

厦门立方艺品  
- 芸芸系列女孩形象雕塑设计  
- Beijing, 2021

美国天普大学  
- 国际吉祥物系列及周边设计(获奖作品)  
- Philadelphia, 2017

Rave Pack  
- 营维维生素包装设计(多次获奖作品)  
- Philadelphia, 2018

欧厨:  
- 餐厅Logo, 及周边设计  
- Nanjing, 2018

## SKILLS 软件技能

Adobe Photoshop, Illustrator, InDesign,  
After Effect, Adobe Dimensions,  
Lightroom, Microsoft Suite, Invision,

## DESIGN CATEGORIES 设计类别

包装设计、Logo、品牌VI、海报、排版、IP形象、平面广告、宣传册、UI、电商主页、详情页、网页设计、APP设计、表情包设计、插画、动画、图片后期

## AWARDS, EXHIBITIONS, FEATURE, PUBLISH 获奖、展览、发表

GDUSA Packaging Design 2019  
全美包装设计大赛GDUSA: 入围获奖

Packaging of the World.com  
作品发表、提名推广(官方网站、社交媒体)

Favourite Design Book  
Published on Artist Feature book, 2019  
Featured on Social media, 2019  
作品发表、提名推广(书刊、社交媒体)

Brand Magazine "Little Things"  
Magazine, 2019  
作品发表、推广提名(书刊、社交媒体)

SPD (Society Publication of Designers)  
- New York, USA, 2017  
SPD第52届全球杂志排版学生竞赛: 全美第二(给予时代出版社工作机会)

天普大学泰勒美术学院应届毕设: 全系第一作品: "56" 五十一个民族  
- Philadelphia, 2018

泰勒美术学院应届"餐厅包装", 全系第三  
- Philadelphia, 2017

## SUMMARY 总结

"用最艺术的方法传达我们想要对消费者(观众)传达的信息" 我认为这就是设计。在解决问题的同时, 用最特别最酷的方式去把它呈现出来。我把每一个项目都视为一个挑战, 不断地巩固已有的技能的同时, 去好奇、发掘更大的领域和眼界。我对我的作品负责, 并希望一直引以为傲。