

Mafia Yang

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PROFESSIONAL PROFILE

Innovative Graphic Designer with 11 years of experience transforming brand vision into compelling visual identities and campaigns. Skilled at building design layout, driving measurable engagement, and optimizing creative workflows. Known for blending artistry with strategy to deliver designs that elevate brand presence, accelerate conversions, and resonate with diverse audiences.

WORK EXPERIENCE

Trade Center Management Associates

January 2024 - Present

Marketing and Communications Graphic Designer | Washington, DC

- Integrated campaigns across digital, print, and social media channels, driving strong year-over-year growth in event attendance.
- Optimized vendor partnerships for print production, Improve turnaround time while maintaining premium quality standards.
- Designed cross-departmental visual assets aligned with public relations and product strategies, boosting overall social engagement.
- Implemented a streamlined project workflow that enabled the team to deliver a high volume of assets each quarter without missed deadlines.

Trade Press Media Group

February 2021 - Decemeber 2023

Digital & Print Graphic Art Specialist | Milwaukee, Wisconsin

- Construct modern editorial page layout from flowing text to creating simple graphic elements.
- Filter and modify client’s ad designs by examining printing specs and creating and/or adjusting designs.
- Work in collaboration with marketing team to ideate and design ads, daily emails, and marketing videos.
- Edit and produce a variety of video projects to showcase product, webinar trainings, social media, and YouTube content.

Stahls

January 2017 - July 2020

Digital Artist | St. Clair Shores, Michigan

- Collaborate with client to recreate their designs, establish color palettes, and showcase the appropriate medium for printing.
- Photograph customers’ designs on prototype materials to display products.
- Perform data collection to identify measures to increase cost efficiency in art proofing.
- Integrate critical thinking and design expertise to determine a quicker turnaround rate.

CREATIVE LEADERSHIP & INVOLVEMENT

Color Me In Podcast – Producer and Host

2019 - 2021

- Built a platform advocating artist through conversational interview about their challenges and achievements.
- Developed a marketing strategy by analyzing current trends to generate attention-grabbing content on social media platforms.
- Researched and scouted for potential artist to speak on podcast.
- Produce artwork to engage audiences through social media to inform future contents and episodes.

EDUCATION

University of Wisconsin - Madison

May 2015

Bachelor of Fine Arts in Graphic Design

CORE SKILLS

- Brand Identity & Logo Systems – Building scalable design systems across platforms.
- Campaign Design & Marketing Collateral – Driving measurable engagement through creative storytelling.
- Photography & Retouching – Delivering polished visuals that elevate brand perception.
- Video & Audio Production – Creating multimedia content that boosts conversions and audience retention.
- Process Optimization – Streamlining workflows to reduce costs and accelerate delivery.

TECHNICAL PROFICIENCIES

- Design Tools: Adobe Creative Cloud (Photoshop, InDesign, Illustrator, Lightroom, Premiere, Audition, Bridge, After Effects)
- Web & Multimedia: WordPress, WIX, Squarespace, Anchor, CSS, HTML
- Productivity: MS Office Suite, Corel, Canva