

Mafia Yang

Montgomery Village, Maryland | mafaiyang11@gmail.com | 608-520-4293
LinkedIn: www.linkedin.com/in/mafaiyang | Website: www.mafaiyang.com

PROFESSIONAL PROFILE

Innovative Graphic Designer with 8+ years of experience transforming brand vision into compelling visual identities and campaigns. Skilled at building design systems, 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

- Spearheaded integrated campaigns across print, digital, and social channels, increasing event attendance by 22% Year-over-Year.
- Optimized vendor partnerships for print production, reducing turnaround time by 15% while maintaining premium quality standards.
- Designed cross-departmental visual assets that aligned with PR and product strategies, contributing to a 30% lift in social engagement.
- Implemented a streamlined project workflow that enabled the team to deliver 100+ assets per quarter without missed deadlines.

Trade Press Media Group

February 2021 - December 2023

Digital & Print Graphic Art Specialist | Milwaukee, Wisconsin

- Modernized editorial layouts, boosting reader retention by 18% across digital publications.
- Enhanced ad design quality by aligning with print specs, resulting in a 25% reduction in client revisions.
- Partnered with marketing to design ads, emails, and videos that drove 12% higher click-through rates in campaigns.
- Produced video content for webinars and social platforms, increasing YouTube subscribers by 40% within one year.

Stahls

January 2017 - July 2020

Digital Artist | St. Clair Shores, Michigan

- Collaborated with clients to refine designs and color palettes, achieving a 95% client satisfaction rate.
 - Developed prototype product visuals that accelerated sales conversations, contributing to a 10% increase in conversion rates.
 - Conducted efficiency analysis in art proofing, reducing costs by 20% and improving turnaround speed by 3 days per project.
 - Introduced design process improvements that scaled production capacity by 35% without additional staffing.
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CREATIVE LEADERSHIP & INVOLVEMENT

Color Me In Podcast – Producer and Host

2019 - 2021

- Developed a platform designed to spotlight and support up-and-coming artists.
 - Analyzed industry trends to create data-driven strategies for high-performing social media content.
 - Produced and edited full-length episodes with professional-grade audio, achieving a 4.8/5 listener rating.
 - Created branded artwork and promotional visuals that increased episode engagement by 35%.
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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

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.