

# BOYA WANG

Visual Designer

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Country: China



## EDUCATION ●

2020/09-2020/06

Jilin Normal University(China)

Visual Communication Design undergraduate course

2020/09-2020/05

SETU (Ireland)

Visual Communication Design (Honor)

## EXPERIENCE ●

### 2023.8-2023.12 Digital Marketing

Through several conference calls, I worked out the advertising delivery plan of Google Ads for the official website of the non-profit organization Center of Asian American Media, such as how to add keywords and main adverb bars to increase the number of displays and click-through rates to attract cash sponsorship.

My operation made the website get 41.3k views and 5.95k clicks, and Google Browser provided a total of \$12.2k advertising funding for the project, with a CTR% of 15.62%.

### 2023.1-2023.5 Selskar College Project

Designed a series of six campus cultural theme display boards for Selskar College, and worked as a teaching assistant of art class offline to teach students about painting creation.

Discuss the final effect plan of the display board through several offline and teleconference meetings, and constantly revise the final design draft as required by Party A.

The design was eventually made into a physical display board on campus, and a blog about the project was published on a foreign website.

## SKILLS ●

UI/UX, Web Design, Wireframing, Branding, , Illustration, Product Design, Business Plan, Marketing Plan, HTML

## TOOLS ●

Illustrator, Indesign, Photoshop, Wordpress, Office, Adobe XD, Brackets

## PROTFOLIO ●

<https://www.boya-wang-00.com/>

march 2023