

DAVID GAO

MULTIDISCIPLINARY DESIGNER



PORTFOLIO

davidgaodesign.com

Contact

+1 (646) 387-8752

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SKILLS

Professional

Graphic Design

Product Design

UI / UX Design

Digital Marketing

Additional Expertise

Art Direction

Motion Graphics

Market Research

Wordpress / Wix /Cargo

Design Presentation

Content Creation

AI Technology

Organic SEO / Paid Ads

Social Media Marketing

Photography

Languages

English

Chinese

Cantonese

EXPERIENCE

Y LIFT 👤 Lead Product Designer 📅 2023 - Present 📍 NYC

- Led **end-to-end** UI/UX development for multiple e-commerce stores, managing a frontend team to implement strategies that boosted conversions.
- Developed full B2B presentations and materials, securing successful partnerships with the 2nd and 3rd largest companies in the industry (Merz Aesthetics & Galderma).
- Increased social media followers 4x through data-driven content strategy and content creation, with multiple posts hitting 15M+ views.
- Further boosted organic leads by enhancing the company's presence through a **comprehensive rebrand** (B2B and B2C), including collateral, websites, e-mails, and more.

Wayfarer 👤 Designer & Marketing Director 📅 2022-2023 📍 Boston

- Co-founded a brand-driven startup, overseeing design, marketing, and partnership-based strategy from inception.
- Launched the company's digital presence, creating **lead generation funnels** and designing a **seamless user experience** journey from social media to the landing page.

Instinctif Partners 👤 Designer & Digital Marketer 📅 2020 📍 London

Featured Global B2B Client Projects

- Led the initiative and designed a 12-week social campaign for an African energy provider, celebrating **1 million customers** and strengthening brand engagement.
- Conducted research and **executed a full rebrand** for DSM (cosmetics), modernizing its identity to align with trends in AI, sustainability, and gender inclusivity.

Taobao Store 👤 Graphic Designer 📅 Summer 2019 📍 Guangdong

- Designed a comprehensive system and guidelines, ensuring brand consistency across the entire e-commerce store, including design assets and advertisement material.

EDUCATION

Boston Univeristy 🎓 Master of Fine Arts

Graphic design, 2021-2023

Syracuse University 🎓 Bachelor of Fine Arts

Graphic design, 2017-2021

INTEREST

Playing basketball in the storm

Playing piano in sleepless nights

Daydreaming & visualizing worlds

And More :)