

David Gao

Visual Communications /
Graphic Design /
Digital Marketing /
UI/UX Design



Skills

Adobe Creative Suite
Microsoft Office
Branding
Package Design
UI / UX Design
Wordpress / Wix / Cargo
AI Technology / Chatgpt
Content Creation
Design Presentation
Art Direction
Video Editing
Motion Graphics
Photography
Market Research
Social Media Management
Digital Marketing
Organic SEO / Paid Ads

Languages

English
Chinese
Cantonese

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- 646-387-8752

Experience

Y LIFT | New York City, NY Lead UI/UX, Graphic, and Marketing Designer | Jul 2023 - Feb 2025

At Y LIFT, I enhanced the company's online presence through a comprehensive rebrand, targeted content creation, and marketing campaigns, leading to significant growth in followers and clients. I also served as the lead UI/UX designer for multiple e-commerce stores and developed materials for partnerships with major filler companies.

Wayfarer. Inc | Boston, MA Brand designer & Digital Marketing Manager | Jan 2022 - Jul 2023

Wayfarer. Inc is a company established by my partners and I to provide a one-stop assistance service for foreign students who wish to study abroad. As the CBO & digital marketing manager of the company, my responsibilities include but not limited to daily operations, branding identity design, cooperation and diplomacy.

Taobao | Guangdong, China Graphic Designer | Summer 2022

I conducted in-depth market research to identify trends and customer preferences. I designed engaging digital assets that enhanced user experience and established a cohesive brand identity, driving increased customer engagement and conversion rates.

Instinctif Partners | London, England Designer & Digital Marketer | Spring 2020

In the creative department of an international business consultancy firm, I engage with clients from diverse backgrounds and industries. My design style is adaptable to various company needs, including developing a design campaign for an African energy provider's one-million-client initiative and rebranding a century-old cosmetics brand, among others.

Freelance Designer | Ongoing

As part-time freelance designer, I create websites, brand assets, UI/UX designs, package designs, copywriting, and digital marketing materials.

Education

Syracuse University | Syracuse, NY

Visual Performance and Art, School of Design,
major of Communication Design

Department of Economics, The Maxwell School
minor of Economics

SU Abroad London Center London, England | Spring 2020

Communications Design Program

Boston University | Boston, MA

School of Fine Arts, MFA Graphic Design