

# Junyuan Lan

Graphic Designer, Apparel Designer, UI/UX Designer

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## EDUCATION

Savannah College of Art and Design  
M.F.A. in Graphic Design and Visual Experience  
Sep. 2022 - Mar. 2025

Lu Xun Academy of Fine Arts  
B.F.A. in Visual Communication Design  
Sep. 2016 - Jun. 2020

## SKILL

### Design

Branding  
Typography  
Apparel Design  
Illustration  
Motion Graphics

### Professional

Leadership  
Contextual Research  
Project Organization  
Presentation  
Sketching

### Software

Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Adobe After Effects  
Figma  
Procreate

## RECOGNITION

Seam Social x SCADPro Design Challenge 2024  
First Place

Indigo Design Award 2025  
Silver Winner in Branding and Interactive Design

Lextant Certification (2022)  
Design Research & Insight Translation Certificate  
of Completion

## EXPERIENCE

**Deloitte x SCAD Pro, Savannah GA**  
UI/UX Designer, Graphic Designer Mar. 2024 - May. 2024

- Contributed to collaboration project to develop a strategy to protect against healthcare fraud within a major government program
- Conducted the branding style guide including the App logo, color palette, and UI elements
- Compiled a comprehensive design process book as a company reference

**Seam x SCAD Pro, Savannah GA**  
Brand Designer, UI Designer Sep. 2023

- Facilitated communication and community building in the Seam app by allowing people to connect over shared humor, experiences, and interests
- Contributed to branding design, including app logo and UI elements
- Created presentation visuals to convey the essence of the project statement

**The 2022 Graphic Design Showcase SCAD**  
Graphic Designer Sep. 2023

- Participate in branding design collaboration with other designers
- Designed visual assets of thesis show including banners, brochure, and posters
- Peer service for participants of "Vignettes," the 2022 Graphic Design

**03 International Brand Management Co., China**  
Lead Apparel Designer, Graphic Designer June. 2020 - June. 2022

- Lead the design team to conceptualize the motif of each season
- Presented apparel pattern designs across various categories including T-shirt, hoodies, jackets, socks, sneakers, and accessories, resulting in a 150% sales increase.
- Worked with multiple departments to revitalize the branding identity to recruit more gen-z customers

## ADDITIONAL EXPERIENCE

**SCAD Teaching Internship, Savannah GA**  
Portfolio Teaching Assistant Jan. 2025 - Mar. 2025

- Assisted the professor with one-on-one portfolio review sessions and class
- Contributed to refining the academic structure to better align with students' practical needs

**Loop (SCAD ITGM Club), Savannah GA**  
Lead Graphic Designer June. 2023 - Mar. 2025

- Lead the design team to formulate graphic design work for each campaign
- Co-conceptualized and organized student campaigns with the creative team