

# YANCI WU

## SKILLS

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Concept Ideation  
User Research  
Personas  
User Journey & Flows  
Wireframes  
Hi-Fi Prototypes  
User Testing  
Visual Design  
Motion Design  
Branding  
Illustrations  
Photography  
Video Editing  
HTML/CSS

## AWARDS

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### ***Best In Show, 2017***

Richmond Ad Show

### ***Future Lions Winner, 2016***

AKQA, Google, Cannes Lions

### ***Silver in Design, 2016***

Richmond Ad Show

### ***Helen Lansdowne Resor Scholarship***

J. Walter Thompson

### ***Women in Advertising Scholarship***

Wongdoody

### ***Michael & Larissa Chaney Scholarship***

VCU Brandcenter

### ***Dean's Award***

VCU Arts Exhibition

## EDUCATION

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2015 - 2017

### ***M.S. in Business | Experience Design***

VCU Brandcenter

2009 - 2013

### ***B.A. in Graphic Design | Minor in Psychology***

VCU Arts

## EXPERIENCE

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2016

### ***Experience Design Intern***

360i - NYC

Worked on digital experiences for Toyota, Nespresso and The Walking Dead of AMC

2015 - 2017

### ***UX/UI Designer***

VCU - Richmond

Worked on branding, user experience and visual design for different departments

2014 - 2015

### ***Graphic Designer***

Release The Hounds - Richmond

Worked on branding, print design, digital marketing, photography, web design and development



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