

HUANTONG YANG

BRAND & VISUAL DESIGNER

TURNING IDEAS
INTO VISUAL
EXPERIENCES

CONTACT

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BASE

Shanghai, China

PROFILE

Brand and visual designer with a background in advertising strategy and hands-on experience in pet health and biotechnology. Skilled at turning technical information into clear, engaging visual systems across campaigns, packaging, exhibitions and digital content.

SKILLS

- Brand identity & visual systems
- Campaign & social media design
- Packaging & print production
- Exhibition & event materials
- Presentation & information design
- Short-form video & AI-assisted ideation

TOOLS

Photoshop · Illustrator · InDesign
Premiere · After Effects · C4D
3ds Max

EDUCATION

Shanghai Normal University
B.A. in Advertising
Sep 2021 - Jul 2026

CERTIFIES

- Advanced Graphic Designer Certificate
- Advanced Packaging Designer Certificate
- CET-6

HONORS

- 2025 South Shanghai Brand Innovation Challenge - Second Prize
- 2025 Shanghai International Public Service Advertising Awards - Best Creative Award
- 2024 China Packaging Creative Design Competition - Third Prize

EXPERIENCE

Shanghai Longlive Biotechnology Co., Ltd.

Brand & Visual Designer | Shanghai

April 2026-Present

- Design and deliver brand assets across product marketing, social media, exhibitions, offline campaigns, packaging, print collateral and B2B communications, while supporting day-to-day marketing execution.
- Developed an integrated visual suite for Asia Pet Fair 2026, including editorial materials, booth graphics, display boards, visitor maps, posters and promotional merchandise.
- Built consistent visual narratives for cfDNA early cancer screening, flow cytometry, genetic testing, telomere testing and cell storage, translating scientific content for pet owners and business partners.
- Coordinate suppliers from quotation and proofing through production, support KOC collaborations, and use generative AI to accelerate early-stage visual exploration before refinement in Adobe Creative Suite.

Ningbo Cicheng Ancient County Town Tourism Development Co., Ltd.

Marketing Intern | Ningbo

Dec 2025 - Mar 2026

- Planned WeChat and short-form video content for the Cicheng Lantern Festival and key seasonal moments, with multiple posts reposted by local media and government accounts.
- Developed trend-led topics and interactive content to support destination awareness and visitor engagement during the holiday season.

Ningbo Jiangbei Wasu Broadcasting & Television Network Co., Ltd.

Marketing Intern | Ningbo

Jun 2022 - Sep 2022

- Supported a new product launch by refining key selling points, target audiences and promotional messaging.
- Participated in promotional video production from pre-production planning and on-site shooting to editing, subtitling and channel-specific adaptation.
- Assisted with brand content, social media communications and cultural-tourism research, contributing to needs analysis and marketing proposals.

SELECTED PROJECTS

Asia Pet Fair 2026 Visual Campaign

Exhibition · Brand Communication

- Designed editorial, display, wayfinding and promotional materials, and supported vendor coordination, proofing and on-site delivery.

Pet Sampling Kit Packaging

Packaging · Product Visuals

- Designed front, back and side panels, adapted information hierarchy to the dieline, and prepared production files for proofing and print.

Photography Content Account

Content Strategy · Client Service

- Independently managed positioning, content, client communication and delivery; served 379 clients, with top content exceeding 30K views.