ANGELA (CHIEHNI) YANG

Vancouver, BC | Canadian Citizen | 778-317-5206 | angela900604@gmail.com | linkedin.com/in/angelayangg | ycnangelayang.com

PROFESSIONAL SUMMARY

Marketing designer with 4+ years turning brand, content, and campaigns into measurable growth — from leading a two-person design team in B2B industrial marketing to growing Instagram followings 61% and lifting engagement 40%. At Precise Pipe, personally tracks 8,000+ items/month across 10+ factories, owning post-sale follow-through to delivery. Fluent across the full funnel: brand identity, social and short-form video, email, and trade-show branding, backed by the product and analytics chops (Figma, PostHog, GA, A/B testing) to prove what worked. Bilingual English/Mandarin.

CORE SKILLS

Brand & Content: Brand identity & strategy, content strategy & calendars, social media marketing (Instagram, Facebook, LinkedIn), short-form video & Reels, email marketing (Mailchimp), SEO & blog content

Design & Production: Adobe Creative Suite (Photoshop, Illustrator, Premiere), Figma, Canva, video editing & motion graphics, presentation & sales collateral, print production (CMYK, bleed, paper stock), brand packaging & physical print collateral, WordPress

Growth & Operations: Campaign performance tracking, A/B testing, Google Analytics, PostHog, trade-show & event coordination, vendor management, order tracking (Airtable, Slack), supply chain & product operations, ocean-freight documentation, customs clearance, logistics coordination, cost breakdowns, cross-functional collaboration

PROFESSIONAL EXPERIENCE

Marketing Design & Operation
Jun 2026 – Present

Precise Pipe Inc. | Richmond, BC (On-site)

- Lead a team of two graphic designers, assigning ownership by product type so each designer manages their orders end-to-end as the bridge between factories and clients.
- Design flyers and one-pagers for convention / trade-show marketing and sales, plus digital, print, and LinkedIn campaigns and website creative.
- Personally track factory production for **8,000+ items per month** across **10+ factories** in Airtable, keeping clients updated and coordinating via Slack throughout.
- Own post-sale follow-through — monitor production, coordinate trucking and ocean freight, handle invoicing until delivery; prepare ocean-freight docs (packing lists, CI, MTRs, BLs, booking confirmations, bulk-carrier contracts).
- Manage supplier coordination and customs clearance paperwork for cross-border shipments, and build Excel cost breakdowns for LCL split deliveries.
- Coordinate trucking deliveries — issue PODs.

Marketing & Product Designer — Fixed-Term Contract
Sep 2025 – May 2026

MINA AI — Early-stage AI marketplace startup | San Francisco, CA (Remote)

- Built a consistent, recognizable brand identity across Instagram content, strengthening brand awareness.
- Turned user pain points into content strategy and storytelling across posts and short-form content.
- Owned end-to-end product design including a full Figma design system; redesigned listing flows, **increasing completed listings by 30%**.

UI/UX Designer
Jul 2024 – Nov 2025

TurnCloud Technology Service | Taipei, Taiwan (On-site)

- Redesigned authentication flows for the Taiwan Ministry of Finance invoice app (used by millions), **reducing missed prize redemptions from 24% to 18%**.
- Synthesized **30+ research sessions** into journey maps and IA for senior government stakeholders; led design for the Baskin-Robbins Taiwan membership platform with Japan HQ partners.

UX Designer — Fixed-Term Contract
Feb 2024 – Jun 2024

YK Labs — AI-powered interview preparation platform | Los Angeles, CA (Remote)

- Redesigned onboarding (**+35% mock interview completion**) and launched a responsive marketing website, improving product clarity and pre-signup conversion.

Marketing & Operations Specialist
Jan 2024 – Jun 2024

T-Drum Enterprise Co. Ltd | Taipei, Taiwan (On-site)

Digital Marketing
May 2022 – Sep 2022

Admission Hub | Toronto, ON (On-site)

- Overhauled Instagram strategy with educational/lifestyle Reels and Stories — **+500 followers (+61%) in 3 months**.
- Built a lightweight design system to speed campaign production; grew website traffic **+18% in 3 months** via SEO and competitor-informed WordPress content.

Social Media Coordinator
Feb 2021 – Sep 2021

MOMI Animal Health | Taipei, Taiwan (On-site)

- Owned end-to-end social strategy across Facebook and Instagram — **+40% engagement**; designed digital and expo assets with cohesive online/offline branding.

INDEPENDENT PROJECT

Haphy Living — Brand IP & Etsy Shop
2022 – Present

- Created an original pet-lifestyle brand: logo, mascot, color palette, and full identity system.
- Run the Etsy print-on-demand line end to end: artwork, listing SEO, and lifestyle mockups.

EDUCATION

Honours B.A., New Media Studies — UTSC (2019–2024) | **UX Design Diploma** — BrainStation (2023)