BRUCE YANG

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PROFESSIONAL SUMMARY

Experienced professional with 28 years of experience bringing both technical skill and creative thinking to a wide range of customer projects. Enjoys collaborating with team members to develop creative solutions and deliver strong results on time and within budget. Known for approaching challenges with a calm, solutions-focused mindset and clear communication. A supportive, hands-on leader who values trust, sets clear priorities, and makes thoughtful decisions that support business goals.

SKILLS

- Creative direction and visual concept development
- Branding and visual identity systems
- Advanced layout, typography, and production design
- Web design and digital asset creation
- Print and digital file preparation, prepress, and quality control
- Adobe Creative Suite (InDesign, Photoshop, Illustrator)
- Design system consistency and brand standards enforcement
- Cross-functional collaboration with marketing, production, and leadership
- Project ownership from concept through final delivery
- Vendor coordination and production oversight
- Client communication and contract coordination
- Mentoring, training, and onboarding junior designers
- Creative problem solving and decision-making under deadlines
- Microsoft Office (Word, Excel, PowerPoint)

EDUCATION

Bachelor of Arts: Graphic Design
Iowa State University
May 1999

WORK HISTORY

Designer – Content Strategist
Grinnell College
2022 – Present

- Created logos and comprehensive identity systems for departmental brands
- Translated complex concepts into scalable, real-world applications, including adapting a single visual across multiple formats and window sizes
- Remained calm under pressure while delivering creative solutions on tight deadlines
- Collaborated with partners at all organizational levels to ensure accuracy, timeliness, and adherence to budget
- Coordinated with internal partners and external vendors on site specifications, production schedules, printing materials, and final application of design
- Presented concept-ready solutions for both promotional materials and internal departmental use
- Conceptualized and designed layouts for magazines, brochures, flyers, banners, and PowerPoint presentations while maintaining brand standards
- Led the development of brand-aligned Marq templates, enabling campus-wide accessibility, including employee training and software support
- Demonstrated strong initiative by independently learning and adopting new and updated software, including PowerPoint and accessibility tools, to meet evolving project needs.

Sr. Graphic Designer
Perfection Learning
2019 – 2020

- Designed books from concept through final production, including layout, typography, and visual systems.
- Created reusable design templates and comprehensive style guides to ensure consistency across publications.
- Developed and maintained project schedules to keep editors, authors, and vendors aligned and on track to meet print deadlines.
- Coordinated and led meetings with editors and clients to establish visual direction, review corrections, and manage ongoing edits and updates throughout the production process.

Graphic Designer
EFCO Corporation
2017 – 2019

- Managed two major design accounts, Swaploader and EFCO, partnering closely with clients to define project scope, develop timelines, and establish clear deliverables and due dates.
- Maintained brand visual identity while supporting the expansion of product lines across multiple marketing channels.
- Created integrated design campaigns that established the visual and typographic direction for sales events and promotional initiatives.
- Prepared and delivered print-ready files and worked directly with vendors and printers to ensure quality production and on-time delivery.
- Designed a wide range of promotional materials, including product catalogs, sales literature, magazine advertisements, banners, environmental graphics, restaurant promotions, newsletters, and PowerPoint presentations.
- Collaborated with the Art Director to develop and refine department workflows, improving accuracy, efficiency, and overall productivity.

Associate Art Director
Sundog Studio
2011 – 2014

- Led the development of high-level design concepts and presentations for major corporate clients.
- Coordinated office meetings, training webinars, and conference calls to align teams on project scope, timelines, and deliverables.
- Interviewed, hired, and managed multidisciplinary teams including photographers, photo directors, and food stylists.
- Developed staggered work schedules to optimize staffing coverage and accelerate project completion.
- Managed and authorized budgets covering travel, catering, equipment, and office operations.
- Designed and implemented operational processes that reduced equipment loss by 90% through a centralized tracking and accountability system.
- Designed floor plans to improve space utilization, workflow efficiency, and employee movement.
- Conducted annual performance reviews, partnering with employees to set professional goals and increase productivity.
- Negotiated competitive freelance vendor contracts, achieving a 20% reduction in overall costs.

Associate Art Director
Waterbury Publication
2011 – 2012

- Conceptualized and designed gardening and cookbooks from first sketch to final press, shaping visual narratives and typographic systems in close collaboration with editors.
- Explored and tested emerging digital tools, translating editorial concepts into engaging prototype magazines for prospective clients.
- Oversaw the full production process, delivering press-ready files and guiding color correction and printer proofs to ensure the final work matched creative intent.

Creative Director/CEO
Kai Media
2010 – 2013

- Cultivated client relationships and generated new business by networking, pitching services, and promoting Kai Media.
- Conceptualized and built the Kai Media brand from the ground up, creating the logo and visual identity and applying it across print collateral, stationery, marketing materials, and the website.
- Partnered with clients to define project scope, establish timelines, and set clear deliverables and deadlines.
- Led projects end-to-end, managing milestones, client reviews, and approvals to ensure alignment at every stage.
- Prepared and delivered press-ready files; reviewed and approved printer proofs to maintain production quality.
- Developed and negotiated project budgets based on scope, complexity, and timelines, ensuring profitability and transparency.
- Managed invoicing, billing, and budget tracking to support the full business cycle.
- Oversaw multiple concurrent projects while maintaining clear, consistent client communication and on-time delivery.

Associate Art Director
August Home Publishing
2010 – 2010

- Art directed and produced six issues of Cuisine at Home annually, delivering each issue on schedule and to editorial standards.
- Recruited, contracted, and managed freelance photographers and food stylists to support the magazine's creative vision.
- Partnered with editors to conceptualize, style, and direct photo shoots, ensuring cohesive storytelling across print.
- Collaborated closely with the color production team to achieve consistently high-quality, color-accurate imagery.
- Supervised and mentored a senior graphic designer, providing creative direction and feedback to maintain visual consistency and quality.

Sr. Associate Art Director *(2008-2010)*
Meredith Corporation

Assistant Art Director *(2005-2008)*
Sr. Graphic Designer *(2003-2005)*
Graphic Designer *(1999-203)*

1999 – 2010

- Spearheaded cover production for the Garden Department's full roster: 3 quarterlies, 2 biannuals, and 3 annual publications.
- Spearheaded the visual identity and creative strategy for Garden Ideas and Outdoor Living and Garden, Deck, and Landscape, overseeing the complete design process from initial concept through prepress and final production.
- Identified and secured photography locations by developing story-driven concepts, collaborating with scouting editors, and working directly with homeowners.
- Planned and art-directed photo shoots from concept to execution, including location scouting, hiring freelance photographers, scheduling shoots, and sourcing props to elevate visual storytelling.
- Managed end-to-end production, delivering press-ready files on deadline; partnered with color specialists to color-correct digital assets and review and approve printer proofs.
- Managed magazine budgets by negotiating freelance contracts, consolidating resources, and increasing use of in-house photography, resulting in a 20% cost reduction.
- Developed and delivered training for internal teams and external vendors to ensure consistent adherence to publication-specific design standards.
- Managed, mentored, and provided creative direction to a senior graphic designer.