

Yihan YAN

Job Objective

Design Management, Creative & Brand Design, Graphic Design, Retail Display/Exhibition/Packaging Design, and Event Planning & Operation.

Education

ISMAC Business School, Paris, France	Master - International Marketing	2018.09 - 2019.06
École Design Nantes Atlantique, Nantes, France	Master - Design	2016.09 - 2018.06
Jilin University of the Arts, Changchun, China	Bachelor - Environmental Art Design	2011.09 - 2015.06

Professional Experience

Ant International (Ant Group)	Sr. Brand Creative Designer IBG Int'l Biz Div.	Shanghai	2023.12 - 2025.06
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- International Brand Events: Offline Creative Design

Deliver creative design for 10+ major global brand events (annual exhibitions, overseas campaigns), ensuring brand ethos consistency across KVs, pitch decks, event displays, merchandise, invitations, and OOH/DOOH ads. Drove 20%+ business growth per event, with attendees including leaders/CEOs from 30+ countries (institutions reaching 2B users, 200M merchants), elevating the brand’s global profile.

- Global Omnichannel POSM Design: Standardizing & Scaling for Market Impact

Pioneered global POSM material design standards and systems—including visual extension rules and element guidelines—to unify brand expression across regions. Strategically balanced brand consistency, business goals, user experience, and merchant needs, delivering tailored creative solutions that streamlined international design workflows. Spearheaded 2 large-scale projects, notably the 2024 Japan–PayPay joint campaign, which covered 1.5M+ merchants. Post–launch, AAM (Active Merchant Accounts) skyrocketed 10x in just 2 months, accelerating overseas market penetration.

- Brand VI Visual Identity System Upgrade

Facing an outdated VI system that had fallen behind market trends and misaligned with corporate strategy, the long-standing brand suffered from weak recognition, fragmented communication, and stunted growth—directly undermining its market competitiveness. As a key member, I joined the VI upgrade project, proposing creative concepts, researching competitors, and ensured the new VI system anchored the brand’s core values. Launched in early 2025, the revamped group and sub-brand logos drove a 20% surge in brand recognition and strengthened brand family cohesion by 90%, repositioning the brand for accelerated growth.

- Brand GTM Design: Accelerated Delivery, Fueled Wins

Led GTM design support via the brand’s visual system—optimizing marketing visuals, roadshows, and executive speeches. Coordinated cross-functional teams and design resources to align with brand philosophy, with weekly 3–4 meetings driving consensus. Streamlined SOPs via project tools, slashing cycles from 14 to 7 days; partnered with suppliers for quality materials. Annual support/review of 300+ sales kits boosted project wins.

OPPO (France Dept.)	Retail Design Mgr. Dept.: Retail Dept.	Paris	2019.09 - 2022.12
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- Retail Design Project Leadership & Management

Oversaw end-to-end design solutions for brand display spaces—aligning brand aesthetics, vendor proposals, budgets, and delivery from concept to completion. Delivered 15+ brand event proposals, 3 independent commercial displays, and led France’s local retail team on 3 popup stores + 2 shop-in-shop solutions.

- **Brand Image Exposure Optimization**

Elevated customer experience by spearheading in-depth analyses (customer surveys, site visits) and cross-team proposal refinements. Established terminal store image standards, identified high-impact in-store exposure spots, and developed targeted optimization plans for existing displays. Delivered 50+ new store site selections and 500+ store display upgrades, driving measurable brand visibility gains.

- **POSM Material Extension & Localization Design**

Led omnichannel POSM design for OPPO France, aligning with seasonal new product launches and spearheading design reviews across HQ and local teams. Directed the French retail design team in KV visual localization—adapting and extending designs to fit brand VI guidelines (e.g., terminal material iterations, festive makeovers, localized events)—which updated the visual identity for 400+ French stores and operator terminals per launch, strengthening brand consistency at the frontline. Independently delivered localized material solutions, reviewed internal training materials, and provided strategic design recommendations to streamline execution.

LIULISI Paris	Visual Communication Designer Dept.: Brand Dept.	Paris 2018.06 - 2018.09
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- **Runway Design & Event Planning**

Led end-to-end execution of the 18/19 Autumn/Winter runway show: Collaborated cross-functionally with fashion designers and venue teams to align themes, orchestrate spatial storytelling layouts, and optimize flow—ensuring the venue design amplified the collection’s narrative while guiding audience experience. Delivered a 500+ attendee premiere, overcoming size constraints to boost capacity by 20% vs. projections—with coverage from 15+ fashion media outlets, driving brand visibility.

- **Brand Event Merchandise Design**

Spearheaded independent design and production of invitation cards and X-banners for the brand’s UNICEF co-hosted charity dinner, amplifying the event’s philanthropic messaging through cohesive visual storytelling. Revamped the brand’s lookbook, VI system, and webpage design to align with updated brand aesthetics. Oversaw end-to-end creation of 18/19 Autumn/Winter runway gift card boxes and souvenirs—managing supplier coordination, material selection, and production timelines—to elevate event memorability.

Myphoto Agency	Visual Comm. Designer (Internship) Dept.: Mktg. Dept.	Paris 2018.04 - 2018.06
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Oversaw design style for the company’s global website homepage, channel interfaces, and social media campaign visuals.

- **Visual Design**

Overseen website homepage and channel interface design alignment with the company’s VI system, ensuring consistent brand visual language across digital touchpoints. Developed 80+ graphic assets and promotional creatives for off-site campaigns and social media, supporting multi-scenario marketing execution. Delivered 100+ online/offline visual extensions for the French headquarters and global markets, balancing regional adaptation with global brand coherence. Executed 30+ packaging designs and tailored visual deliverables for brand products (e.g., product-specific and festive-themed), aligning with product strategies and seasonal demands.

- **Image Post-processing**

Refined photography assets through post-processing—enhancing composition integrity, color consistency, and visual aesthetics—to meet brand visual standards. Delivered 200+ retouched images, supporting scenarios including marketing materials, product displays, and brand campaigns.

Skills & Interests

Language proficiency: English (TOEIC 890), French (Level B2), Mandarin (Level 2–A in Putonghua Proficiency Test)

Relevant Awards: 3rd Prize, Oji Sport Santé Challenge Global Design Competition (organized by MGEN, the French National Education and Mutual Health Organization)

Professional Skills: Proficient in Adobe Creative Suite, Procreate and other design/illustration software; acquainted with AIGC, supplier management, and printing knowledge.

Illustration Publishing: The children's picture book *I Am a River* (ecological and environmental protection-themed) was published in 2024.

Self-Assessment

● Work Background

Combined 4 years of overseas experience and 1.5 years at China's top internet giants, with a proven track in graphic design, brand visual design, event-related design, spatial design, and display design. Held roles as Senior Creative Brand Designer (Ant International) and Retail Design Manager (OPPO France), where I led cross-brand collaborations—including partnerships with French haute couture house Liulisi Paris and UNICEF—driving consistent visual execution and building end-to-end art design management expertise.

● Professional Competence

MFA from a leading international design institution, with cross-disciplinary design expertise. Proficient in Adobe Suite, Procreate, AIGC tools (e.g., MidJourney) and advanced illustration. Strong artistic fundamentals, refined aesthetics, and proven adaptability to diverse visual styles—via integrated Sino-Western design methods. Experienced in end-to-end workflows (concept to production) and VI system implementation; proven in delivering collaborative/independent projects as a self-driven learner.

● Job Intentions

Art & Design Focus Areas: Design Management, Creative & Brand Design, Graphic Design, VMD/ Retail Display Design, Runway Design, and Event Planning & Operation.

Career Goal: Collaborate with peers, pursue excellence, and grow into an internationally oriented designer/art director.