

Gospatrick Road, London

# ELVA YE

GRAPHIC / UI DESIGNER

## EDUCATION

UNIVERSITY OF THE  
ARTS LONDON  
MA Fashion Design &  
Technology  
2010 - 2012

BEIJING INSTITUTE OF  
FASHION TECHNOLOGY  
BA Fashion Design &  
Technology  
2006 - 2010

## SKILLS

### PROFICIENT:

- Adobe CC
- Premiere
- Sktech
- Figma
- Power point
- Photo retouching

### INTERMEDIATE:

- Cinema 4D
- After Effects
- Blender



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## EXPERIENCE

### HEMPATHY: Los Angeles - remote

Digital Designer – (Contract) 2020

Being part of the global beauty brand creative team, responsible for developing promos, E-commerce assets, web graphic contents. Undertaking retouching, colour balance and layouts.

### DECKERS BRANDS: London

Digital Designer – (Contract) 2019

Responsible for conceiving, developing and executing innovative email campaigns, digital contents, Store POS and web assets for promoting UGG 2019 F/W products.

### POAN: London

Senior Creative – (Contract) 2018

Creatively leading and art directing on campaign films and fashion shoot for luxury menswear from concept to execution. Responsible for creating and maintaining a visual identity across our product, and marketing collateral. (E-commerce, email template designs and UI/UX for PDP)

### MASTER FASHION: London

Senior Graphic Designer – (Contract) 2017 - present

Responsible for both womenswear & menswear colour trend book layout and content design, creating original artworks – illustrations, pattern designs.

### VIVIENNE WESTWOOD: London

Assistant Menswear Designer / Graphic designer – Full time 2014

Extensive experience working all the way from designing the range, fabric selection and sample development. Responsible for carrying out inspirational research, present trending, color boards and design ranges.

## AWARDS

### LCF MASTERS' EXHIBITION: London

Victoria House 2012

### EXCELLENCE & INSPIRATION AWARD: Beijing

Triumph / First place in creative underwear design