



MEICHANG RUAN

“ I am freelance designer who loves to design with typography and illustration. I was engaged in data management more than three years, and I developed the ability of data integration, analysis and processing through this working experience. In addition, with more than four years of design practice, I reached the achievement of transforming data into visual communications with creative ideas and interactive literacy.”

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CORE QUALIFICATIONS

Digital

Adobe Photoshop ■■■■■■■■■■
Adobe InDesign ■■■■■■■■■■
Adobe Illustrator ■■■■■■■■■■
CorelDraw ■■■■■■■■■■
Microsoft Suite ■■■■■■■■■■

Design Proficiency

Product design ■■■■■■■■■■
Identity Design ■■■■■■■■■■
Typography ■■■■■■■■■■
Digital Image ■■■■■■■■■■

DESIGN EXPERIENCE & AWARD

Freelance Designer

2015 to Present

- Create innovative design packages to elevate and differentiate branding and marketing and advertising initiatives.
- Developed business collateral including sell sheets, catalogs, brochures, posters, and advertisements
- Meet with client to determine marketing and design vision, scopes of work, and budgets and deliverable timeframes

Oakland Digital Arts & Literacy Center | Junior Graphic Designer

Inspire Oakland 2013 Program

3/2013 – 6/2013, Oakland, CA

- Over the course of 6 weeks, created and designed print and digital commercial- ready billboard designs for the 501(c)(3) non-profit organization Oakland Digital
- The ultimate goal of Inspire Oakland is to promote a positive image of Oakland, CA, that unites and inspires its diverse population while helping to jumpstart the digital media careers of graphic design students.
- Winning billboard design in Inspire Oakland 2013 campaign; This program presented by Oakland Digital co-sponsored The Clorox Company, Wix.com, Zazzle, U.S. Bank, The North Face, and Laney College.

WORK EXPERIENCE

Angela Aguilar Center | Substitute Teacher

10/2016 – Present, Alameda, CA

- Support and take care of children from 3-5 years old
- Collaborate the head teacher to manage the classroom discipline

Yuying Learning Center | Bilingual Teacher

7/2014 – 9/2016, Alameda, CA

- Classroom management and discipline
- Collect and analyzed data to reach conclusions about new lesson plans
- Tailored lesson plans to the unique needs of each student
- Design publicity pictures and festive art projects

Zhongshan City village Electric Program Co.,Ltd | Data manager

2/2007 – 4/2010, Zhongshan, China

- Prepared legal documents such as contracts and planning application, and assisted in managing financial data for subsidiary company.
- Promoted to data manager at the parent company financial office.
- Assisted in managing contract, processing invoices and completing proof of billing.

EDUCATION

• 2014 to present - California State University, East Bay
B.A. Applied Graphic Design, (Graduation in Winter 2017)

• 2010 to 2014 - Laney College
Certificate and A.A. Applied Graphic Design