

# TING FANG

## Graphic Designer / UX Designer

I'm a designer with a strong background in digital and print design, especially for marketing. Passionate about UX/UI design, I bring brand stories to life through eye-catching visuals and meaningful user experiences.

## EXPERIENCE

Jan 2025 - present

### Digital Designer

Magill College Sydney | Sydney, AU

- **Digital & Graphic Assets:** Created dynamic digital and graphic assets to promote courses and elevate brand visibility.
- **Campaign Leadership:** Led the design and execution of the Valentine's Day campaign, from concept development to visual execution, driving engagement.
- **Course Launch Support:** Contributed to the launch of a new language course by designing engaging posters that enhance classroom environments and support language learning.

Dec 2024 - present

### Graphic Designer

Kameli Boutique | Sydney, AU

- **Website Banners Design:** Designed eye-catching website banners, optimizing user experience and highlighting new collections to drive traffic.
- **Marketing Graphics:** Develop visually compelling marketing assets for EDMs and social media, reinforcing the boutique's brand identity and fostering customer engagement.

Nov 2023 - May 2024

### Graphic Designer

Ommi's Food & Co. | Sydney, AU

- **Digital Design:** Developed engaging digital assets for website and social media, including graphics, motion graphics, and video content.
- **Print Materials:** Designed in-store printed materials, including posters, flyers, brochures, catalogues, and menu books, to support in-store marketing and customer experience.
- **Rebranding:** Led a rebranding project, crafting new visual assets and packaging designs to refresh the brand identity.
- **E-commerce & Marketing Campaigns:** Developed and executed seasonal promotions and festival campaigns, creating all required visual and verbal assets, including website banners, product images, and social media content, driving increased traffic and sales.

Aug 2020 - Dec 2021

### Designer

Dou Dou Yuan Preschool | Taipei, Taiwan

- **Event & Activity Materials:** Designed printed and digital materials for school events and activities, including posters, activity sheets, and event programs.
- **Rebranding:** Led rebranding efforts for two brands, establishing new style guides and designing logos, school signage, and posters.
- **Branded Merchandise:** Created branded merchandise, including uniforms, backpacks, and gifts, aligned with new brand identities.

Feb 2020 - Aug 2020

### Visual Designer

Elison Fashion | Taipei, Taiwan

- **Website Design:** Worked with the E-commerce team to design and launch the official website for a newly established fashion brand.
- **Lookbook Design:** Designed seasonal lookbooks, contributing to a cohesive and stylish brand narrative.
- **E-commerce Graphics:** Created visually appealing graphics for E-commerce use, including website banners and social media posts, enhancing online engagement.

## CHECK OUT MY WORK

[fangtingdesign.com](http://fangtingdesign.com)

## CONTACT ME

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## EDUCATION

Feb 2022 - Nov 2023

### Master of Interaction Design

Major in Interactive Programming  
University of Technology, Sydney

Sydney, NSW, AU

Sep 2016 - Jun 2020

### Bachelor of Art

Major in Fashion Design  
Shih Chien University

Taipei, Taiwan

## SKILLS

### Design

Graphic Design, Visual Design  
UX UI Design, Interaction Design  
Wireframing, Prototyping  
UX Research, User Testing

### Software

Figma, Adobe XD  
Adobe Photoshop, Adobe Illustrator  
Adobe Indesign,  
Xcode

### Programming

HTML, CSS, Javascript  
Java, Swift

## ACHIEVEMENT

### Selected Presenter at UTS Tech Festival 2023

Presented the "Virtual Growth" project, focused on interaction design, showcasing innovative solutions and gaining recognition at a notable university event.

# TING FANG

Here is some of my design work.  
For a detailed view of my design projects,  
please visit my portfolio website at:

<https://www.fangtingdesign.com/>

