



# Cindy Fang

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[cindyfang.me](http://cindyfang.me) | [oyoyostudio.com](http://oyoyostudio.com)  
research | art direction

## Education

### Temple University, Philadelphia, PA

2021- 2025

Doctor of Philosophy in Media and  
Communication

### Savannah College of Art and Design, Atlanta, GA

2018

Master of Arts in Advertising

### Kennesaw State University, Marietta, GA

2014

Bachelor of Science in Technical  
Communication with a minor in  
Business Administration

## Presentation

### SIETAR USA

18th National Conference

Published and Presented thesis paper: An  
Assessment of the Differences in US &  
Chinese Business Writing Styles

## Experience

### Leap Creative Junior Designer

Atlanta, GA | 2018–2020

To create quality and approachable design  
to the end user and provide strategic design  
solutions for brands such as Mannington  
Commercial, LightFair, Turf.

### AT&T and SCAD Collaborative Learning Center Team Art Director

Atlanta, GA | 2017

SCAD is collaborating with AT&T to  
research and develop new visual concepts  
for AT&T's future branding. My team  
participated through initial concept  
ideation, visual design prints, and final  
design mockups.

### VMware AirWatch Localization Specialist

Atlanta, GA | 2015–2016

Closely worked with product management  
to learn product offerings; interpreted  
and translated technical and non-technical  
documents. Performed software testing  
and troubleshooting; Finalized daily tasks  
and successfully met projects deadlines;  
exceeded yearly performance goals and  
earned salary increase.

### Alston & Bird, LLP Project Assistant

Atlanta, GA | 2015

Oversaw document translation and  
review of cross-national litigation cases,  
such as the Chinese Drywall litigation,  
Hao Zhang indictment, Vringo v. ZTE  
litigation, and other in-house projects  
with Alston & Bird Special Resources.

### Valve Solutions, Inc Communications Designer

Atlanta, GA | 2014–2015

Edited website content for marketing  
purposes; updated and designed office  
material such as brochures and flyers;  
proposed and implemented cost cutting  
initiatives. Supported customer order  
tracking procedures.

## Skills

### Adobe Creative Cloud

Photoshop, InDesign, Illustrator,  
Dreamweaver, Acrobat

### Design Concentration

Typography, Branding and Identity,  
User Interface/Experience Design

### Microsoft Office Suite

Microsoft Word, Excel, PowerPoint

### Marketing

SEO, Social Media, Wordpress

### Programming

HTML, CSS, jQuery

### Language

English, Chinese Mandarin, Japanese

### Business Interpretation

English to Chinese and vice versa

### Soft skills

Leadership, Strategy, A team player,  
Problem-solving, Creativity