



Yujie Dun

Graphic Designer

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EDUCATION

05.2021 – Expected 04.2027
ArtCenter College of Design
Pasadena, CA

Bachelor of Fine Arts in Graphic Design

RECOGNITION

ArtCenter Student Gallery

Avenir (Poster)
Contemporary Architecture (Poster)
Meowmery (Kit Package Design)
Stellarpop (Beverage Package Design)
Take A Bite of Luck (Book & Poster)
Archetype Press (Poster)
Burger Burger (3D Motion Graphics)

ArtCenter Provost's List

01.2023 - 09.2025
ArtCenter College of Design
GPA 3.80 or higher

SKILLS

Tools:

Adobe Photoshop, Illustrator, InDesign,
Cinema 4D, After Effects, Premiere Pro,
Acrobat, Figma, Procreate, Keynote, Google
Slides, Wix Studio, Midjourney

Design:

Brand Identity, Publication Design,
Typography, Editorial Design, Information
Design, Packaging Design, Ui/Ux Design,
Motion Graphics, 3D Modeling, Visual
Research, Art Direction, Digital Illustration,
Photography, Print Production, Bookmaking

Fabrication / Craft:

Ceramics, Laser Cutting, 3d Printing, Model
Making, Book Binding

Languages:
Mandarin Chinese, English

EXPERIENCES

Graphic Design Intern

PepsiCo

10.2023 - 04.2024
Shanghai, China

Designed and supported visual assets for beverage, snack, and promotional campaigns across multiple regional markets. Worked on a range of design tasks including cup graphics, snack and beverage packaging, campaign visuals, and promotional materials.

Participated in packaging and cup design projects for brand collaborations, including KFC Hong Kong x Pepsi, Burger King Taiwan x Pepsi, LEGOLAND Shanghai Resort x Pepsi, and other beverage-related campaigns.

Independently designed the packaging for a limited-edition Mountain Dew Taiwan product, leading the visual development from concept exploration to final production. The design was officially launched in the Taiwan market. (<https://fb.watch/JbAwUBhpYV/>)

Worked with packaging vendors and factories on sampling, print proofing, and production development, including on-site factory visits. Collaborated with marketing and creative teams to translate campaign concepts into packaging and visual design solutions.

Freelance Graphic Designer

LE Club App

01.2024
Remote

Designed the logo for LE Club App, developing a clean and recognizable visual identity for the digital platform.

Freelance Packaging Designer

OTOR

12.2024
Remote

Designed overseas-version paper cup graphics for OTOR, including a general cup design and a Christmas seasonal edition. Developed visual concepts, layout, color, and print-ready graphics for brand packaging across international market use.

Resilient Futures Lab

Collaborative Design Studio Project

ArtCenter College of Design

09.2025 – 01.2026
Pasadena, CA

Collaborated on a series of design projects focused on post-wildfire rebuilding in Altadena, exploring how design can support community recovery, resilience, and long-term safety. Contributed to the development of a fire-resistant materials guide, helping organize research into accessible visual and informational content for rebuilding after wildfire damage. Participated in the concept development of a community rebuilding center, including architectural ideas, spatial experience, program strategy, and visual direction. Supported the brand identity design for the rebuilding center, translating the project's themes of care, resilience, sustainability, and community support into a cohesive visual system.