



deb yan

DESIGNER, ANIMATOR, ILLUSTRATOR

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EXPERIENCE

Disney Streaming (New York, NY) DIGITAL PRODUCTION DESIGNER ► SENIOR DESIGNER | APR 2019 - PRESENT

I have a multi-disciplinary role in handling simultaneous design projects for ESPN+'s various marketing campaign placements including display banners, landing pages, email and the ESPN app.

Art Direction — I led the redesign of our subscriber-targeted house ads, refreshed the design and look of our marketing email series, and pitched custom email layouts for various campaigns. I also created the key art for our College Basketball Champ Week 2020 campaign, pioneered smart photoshop tune-in templates and trained designers on new processes. Most recently, I headed the 2021 redesign of our onboarding email series, which involved prototyping and designing new modules.

Animated Media — I regularly create animated HTML5 web banners using Google Web Designer, and use After Effects to create GIFs for email graphics and internal presentations. I also did animation on the Pixar spot for the launch of Disney+.

Digital Product Design — I directed a UI design project for custom in-app modules that are used in the ESPN app. I created mocks using Sketch (software similar to Figma) and collaborated with programmers on the final deliverables.

Illustration — I created vector and raster illustrations for use on TV placements and internal communications.

Showtime Networks (New York, NY) DIGITAL PRODUCTION DESIGNER | OCT 2017 - APR 2019

I worked with style guides, broadcast packaging and key art to produce both static and animated assets used by the editorial, subscription, sports, social media and distributor marketing teams.

Static Graphic Design — I created key art and unit photo crops using Adobe Creative Cloud software. These were used on the Sho.com website, and social and CTV placements such as Amazon Video, Roku, Samsung and the Playstation Store.

Social Packaging — I led design of audience-facing static and animated graphics for key series. Created templates for social footers, GIFs, and tune-ins while working with social media marketing managers to pitch, develop and iterate concepts.

Fan Experiences — I conceptualized and produced Snapchat Geofilters, Instagram Stories, Twitter Emojis and Twitter Mirrors for key series such as *Shameless*, which were used by thousands of fans and celebrities when tweeting about the shows.

Designed banners and key art crops for various partners, devices and CTV distribution channels

Bridg-it, LLC (New York, NY) GRAPHIC AND VISUAL DESIGNER | APR 2015 - OCT 2017

As the lead graphic and visual designer at Bridg-it, I was responsible for the development of all visuals related to the core product, which was used by more than 38,000 students in the US.

Print and web marketing material design — I created static and animated graphics for email and social media, banner ads on partner websites, one-pagers, sales collateral and email designs.

Visual design for presentations such as infographics, headers, title cards and digital illustrations

Animated explainer video production for main website

Responsive UI/UX design using Sketch, Illustrator and Photoshop — I rebranded and built reporting dashboards, client onboarding process, intranet system and other components of the Bridg-it School SaaS product. I also created unique vector icons and optimized page designs for mobile, tablet and web.

Hornet Animations Inc. (New York, NY) STOP MOTION FABRICATION INTERN | SEP 2014 - MAR 2015

Reimbursify, Inc. (New York, NY) FREELANCE DESIGN CONSULTANT

Worked as a digital product design and UI consultant for Reimbursify on their web app product FileFast, building the entire final look-and-feel through high-fidelity designs and usability testing. Also led marketing efforts for print and digital media.

Crayola (Easton, PA - Remote) FREELANCE ILLUSTRATOR

EDUCATION

Rhode Island School of Design (RISD) BACHELOR OF FINE ARTS, ILLUSTRATION (HONORS) | 2014

SELECT ACCOLADES

Official Film Festival Selections
Gallery Showcase Selection
ROOT Exhibition

Genius by Mezzo & Lachi Music Video • 9 Domestic and International Film Festivals (2021)
Cheltenham Illustration Awards • Gloucestershire, UK (2016)
Ocean Financial Center • Singapore, Singapore (2014)