

Isabella Wang

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Multidisciplinary designer with a background in UX, branding, and creative tech, now focused on social media strategy, influencer campaigns, and lifestyle content creation. Skilled in driving cross-platform engagement and storytelling across emerging digital spaces.

SKILLS

Social & Influencer Marketing: Campaign planning, community engagement, influencer outreach, cross-platform strategy

Content Creation: Short-form video, photography, copywriting, AR filters, motion graphics

Tools: Figma, Adobe Creative Suite (Ps, Ai, Id, Pr, Ae), TouchDesigner, Unity

Languages: English (Fluent), Mandarin Chinese (Native), Korean (Conversational)

EXPERIENCE

Freelance Designer / Creative Director – *Remote / Multi-location*

2021 – Present

- Operated and grew social media accounts on Xiaohongshu; top post reached 100K+ likes, with consistent 5K+ views per post over six months on a perfume-themed account.
- Managed Weibo accounts with 1M+ followers, optimized 2000+ posts, and ran three vertical fan accounts; top-performing post reached 42K reposts and contributed to trending #3 on Weibo.
- Led concept, design, and rollout of offline fan events and exhibitions; executed a 1000+ attendee pop-up event; led vendor negotiation, contracts, and budget control.
- Designed, sold, and promoted K-pop merchandise boxes, driving \$85K+ in revenue and 140% resale market premium.

Line Producer / Production Designer – New York, NY

Feb 2025 – Present

- Managed production operations for multiple vertical short drama projects.
- Coordinated location scouting, vendor communication, contract negotiation, transportation, and on-set logistics across NYC productions.
- Analyzed content trends across TikTok, Xiaohongshu, and vertical drama platforms to support visual direction and audience engagement.
- Collaborated with directors, editors, and creative teams on production design and platform-specific promotional assets.

Intern, Integrated Marketing Communications – *NIO / 蔚来汽车* | Shanghai, China

Nov 2020 – Feb 2022

- Executed the EC6 “Starry Sky Travel” campaign in collaboration with National Geographic; hosted 4 experiential trips with ~10 users each, showcasing off-road performance and building user community.
- Created visual content and storytelling across Weibo and WeChat, generating 500K+ views.
- Led social rollout of NIO’s launch theme song, achieving #1 on QQ Music trending charts for 7 consecutive days.
- Collaborated cross-functionally to align influencer messaging, visuals, and campaign timelines.

EDUCATION

Parsons School of Design – The New School

Master of Fine Arts, Design & Technology | Aug 2022 – Aug 2024

Tongji University 同济大学

Bachelor of Engineering, Industrial Design | Sept 2017 – June 2022