

# MENG YAN

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## EDUCATION

2008 - 2012

**Mount Holyoke College** South Hadley, MA  
Bachelor of Arts candidate  
Dual Majors in Architectural Studies & Economics

07/2010 - 08/2010

**Harvard University** Cambridge, MA  
Visual and Environmental Studies

09/2009 - 12/2009

**DIS - Københavns Universitet** Copenhagen, Denmark  
Architecture Program, Semester Abroad

## COMPUTER SKILLS

Proficient in Photoshop, Illustrator, InDesign, Dreamweaver  
HTML, CSS, Google SketchUp, Microsoft Word, Powerpoint  
Familiar with Flash, Premiere, AutoCAD, Rhino, Excel, ActionScript  
Comfortable with both Mac OS X and Windows platforms

## LANGUAGES

Fluent in Chinese and English. Intermediate French. Elementary Italian.

## WORK EXPERIENCE

09/2010 - 05/2011

**Career Development Center**, Mount Holyoke College  
*Marketing & Design Assistant*

Work closely with Internship and Experiential Learning Directors to develop promoting strategy for all campus or inter campuses events. Brainstorm and design visual identities, posters, handouts for career related events held by Career Development Center. Design for "Crafting a Life in the Arts" event attracted 300 attendees. Maintain social media updates, uploaded articles and images using content management system which ensured proper placement of data.

05/2010 - 08/2010

**451 Marketing** Boston, MA  
*Design & Marketing Intern*

Responsibilities include research, develop visual presentations, branding explorations. Designed posters, brochures, websites, VIs based on clients' needs. Collaborated with Art Director on projects for Graphique de France, Svedka Vodka, Ameridose, Yankee Candle Company, Mass Convention Center Authority (MCCA), and The National Network to End Domestic Violence (NNEDV).

01/2010

**Womensphere** New York, NY  
*Media & Design Intern*

Researched potential market targets for this sophisticated media organization. Conducted research and evaluations on other website designs, and provided suggestions and feedback. Designed visual template for launch of new website including layout, color scheme, photo retouches and creation of various formats. Maintained websites using content management system Joomla.

06/08 - 08/08

**MoFond Counseling** Beijing, China  
*Graphic Design Intern*

Designed five branding logos and business card themes for company managers to ultimately select from. Renovated company website's appearance and developed material package about MoFond vision, targets and goals.

## OTHER EXPERIENCE

09/2008 - 05/2010

**New England Undergraduate Women's Global Leadership Conference**  
*Panel Manager*

09/2008 - 05/2010

**Library, Information, and Technology Services**, Mount Holyoke College  
Technology Consultant

01/2009

**Student Programs**, Mount Holyoke College  
*"Something Photoshop" January Term Course Instructor*

## AWARDS

Laurel Fellowship for studying abroad in Denmark  
Barbara Hermanson Padnos Scholarship, awarded from a pool of 200 for excellence in education