

XINYI YAO

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[Linkedin](#)

EDUCATION

University of Southern California Aug 2024 - 2027
Bachelor of Science, Major in **Arts, Technology, and the Business of Innovation**
Minor in **Advertising** and **The Digital Entrepreneur**

- GPA: 3.98/4.00

EXPERIENCE

USC Lavalab Feb 2026 - Present
Product Designer

- One of 7 designer's in Lavalab's S26 Cohort. Designing an AI-powered pharma wargaming product from concept to launch within USC's premier student-run startup incubator

Shanxi Meijin Energy Co, Ltd. Sep 2025 - Present
Graphic Designer + Consultant

- Advised a multi-generation energy conglomerate (coal, coke, hydrogen, new energy) on brand strategy, pitch materials, and growth initiatives
- Designed investor-facing pitch decks and visual materials for emerging sustainability ventures.

BUFFS Aug 2025 - Present
Head of Design

- Designing packaging and evolving the brand identity of BUFFS, a growing CPG protein snack startup, leading visual direction across packaging, pitch materials, and digital presence..

Troylabs Aug 2025 - Present
Marketing Division Lead

- Heading marketing at USC's premier student-run startup accelerator, shaping brand strategy and storytelling for portfolio ventures and demo day initiatives

Viola Aug 2025 - Dec 2025
Marketing Consultant + Product Manager

- Created complete brand guide, landing page, and pitch deck for an AI-powered sync pitching platform, and collaborated closely with founders on product positioning.

Im'Peccable Chicken Jan 2025 - May 2025
Marketing Consultant

- Designed pitch deck securing Shark Tank investment; developed packaging for chicken protein bars featured on the show.

SKILLS

Art & Design

- UI/UX Design
- Brand Identity & Packaging
- Illustration & Visual Design
- Photography
- Figma
- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects

Soft Skills

- Detail-oriented
- Creative problem-solving
- Strong organizational skills

Languages

- Native English and Mandarin speaker.