

Hsuan-Ning (Mia) Wang

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WORK EXPERIENCE

Expected Start Date: 10/24/2025

Butter & Crust | London, United Kingdom

Jun 2024 - July 2024

Full-time PR & Marketing Intern

- Designed 27 static ads optimized on Meta platforms, aligning visual hierarchy and brand voice to maximize engagement.
- Created 3 customer-facing brochures, reinforcing eco-conscious brand identity, product highlight, and packaging experience.
- Developed packaging designs for pastry boxes and egg cartons, improving functionality, transit damage, and visual appeal.
- Produced a video ad campaign that reduced acquisition cost by 20%, driving 7 purchases and 27 checkouts within first week.
- Reorganized 65 internal media folders, enhancing access to creative materials and streamlining design production workflow.

PRLab | Boston, MA

Sep 2023 - Dec 2023

Account Executive

- Designed 11 social media graphics and content calendars for Ben & Jerry's Boston, achieving a 197% engagement increase.
- Produced and edited 3 branded video promotions, incorporating brand elements, resulting in an average over 1,000 views each.
- Collaborated with the PR team to maintain brand coherence across influencer campaigns and client deliverables.

Taiwanese Overseas Students Association | Boston, MA

Sep 2022 - May 2025

Secretary | Public Relations Chair | Creative Designer

- Designed weekly event graphics using Canva, ensuring vibrant and cohesive brand identity with culturally relevant visuals.
- Created [TOSA's first website](#) using HTML, CSS, and WordPress; incorporated responsive UI and bilingual accessibility.
- Produced over 100+ social media stories, posts, captions, averaging 160+ likes and boosting community engagement.
- Partnered with 9 cultural associations, enhancing visual outreach and driving 34% increase in cross-cultural event attendance.
- Took meeting notes and managed internal communications to support cross-team coordination and campaign readiness.
- Developed a 13-color brand palette to define TOSA's visual identity, ensuring consistency across social media and website.

PROJECTS

TOSA Website Creation | Boston, MA

Sep 2024 - Dec 2024

Website & Visual Designer

- Designed a 26-page bilingual (English & Traditional Chinese) website utilizing WordPress, with cohesive layout, responsive grids, typography, and implemented TOSA color palette to strengthen brand identity and enhance accessibility for users.
- Implemented responsive UI/UX design and structured visual hierarchy to enhance user navigation and engagement.
- Conducted usability testing and refined interface elements to improve user flow and streamline event registration.

Shelfie - Smart Home Inventory Management App Development & Design | Boston, MA

Sep 2024 - Dec 2024

UI/UX Designer & Visual Strategist

- Created a visual roadmap for a smart inventory management app, including iconography, wireframes, and interface flow.
- Designed user-centric layouts, visual mockups, logo, and color scheme to establish brand identity based on usability insights.
- Focused on clear data visualization and intuitive interaction to support sustainable home management and budgeting.

Calvin Klein Marketing Analysis Report | London, United Kingdom

Jun 2024

Brand Strategy

- Executed a deep-dive evaluation of Calvin Klein's stagnant performance and market competition for revitalization.
- Proposed a rebranding strategy driven by influencer marketing, e-commerce enhancements, and social engagement tactics.
- Developed creative solutions aimed at reviving consumer perception and improving brand relevance by digital storytelling.

Chick-Fil-A Media Relations Plan | Boston, MA

Dec 2023

Campaign Designer & Visual Storyteller

- Designed social media graphics, and community-facing materials to reinforce brand positioning as an inclusive employer.
- Created visual assets for community outreach campaigns aligned with media strategy goals to boost local engagement.

SKILLS

Software & Coding: Canva, CapCut, Adobe Suite, Figma, WordPress, Wix, SPSS, Microsoft/Google Suite, Gephi, HTML, CSS, R
Design & Visual Communication: Branding, Typography, Layout Design, Color Theory, Visual Storytelling, UI/UX Mockups, Social Media Graphics, Motion Graphics, Logo Design, Web Design, Responsive Design, Interactive Design, Color Palette Creation
Soft Skills: Creativity, Attention to Detail, Visual Consistency, Strategic Thinking, Collaboration, Time Management, Adaptability, Problem Solving, Project Coordination, Cultural Awareness, Multitasking, Conceptual Thinking, Open to Feedback, Consistency
Language: Mandarin: Native, English: Native, Japanese: Intermediate, Korean: Conversational, Spanish: Conversational (DELE A1)

EDUCATION

Boston University | Boston, MA

Expected Graduation: Aug 2025

Master of Art in Communication, Emerging Media Studies

GPA: 3.89

- Relevant Courses: Developing Interactivity, Measuring Media Effects, Trending Insights, AI and Future of Society

Boston University | Boston, MA

Sep 2021 - Aug 2024

Bachelor of Science in Communication, Public Relations

- Relevant Courses: Digital Media and PR, Business Fundamentals for PR, Media Strategies & Management, PR Lab
- Honors and Awards: Dean's List Spring 2023, Dean's List Fall 2023

Study Abroad | London, United Kingdom

Jun 2024 - July 2024

International Marketing Communication and Public Relations Program

- Relevant Courses: British and European Marketing Strategy, International Marketing and PR