

Ying Peng

Learning Content Designer / Visual Designer

Atlanta, GA

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PROFESSIONAL SUMMARY

Learning Content Designer and Visual Designer with over 5 years of experience translating complex B2B concepts into clear, engaging educational content. Highly proficient in utilizing adult learning principles, Camtasia, and Adobe Captivate to develop comprehensive e-learning modules and explainer videos. Experienced in navigating moderate-complexity project management, collaborating with subject matter experts (SMEs), and leveraging data analysis to drive operational efficiency and measurable learner engagement.

EXPERIENCE

Owner & Operator | Nestori LLC

01/2024 - Present

- Manage end-to-end e-commerce operations, demonstrating high-level organizational skills and utilizing Excel for financial data analysis, inventory tracking, and complex logistical planning.
- Partner with small businesses and startups to design comprehensive brand identity systems, translating business goals into optimized visual solutions across digital platforms.

Resilience (Cybersecurity SaaS B2B), Remote - Visual Designer

08/2022 - 12/2023

- Developed digital-first marketing collateral for web, email, social, and events, including paid ad creatives, branded decks, one-pagers, and internal communication kits.
- Designed co-branded materials for partner enablement and B2B campaigns, including pitch decks, flyers, and landing page assets.
- Created and managed a modular social media template system, allowing fast turnaround of organic and paid content while maintaining brand consistency.
- Designed responsive email templates used for product launches, lifecycle campaigns, and newsletters, collaborating closely with the marketing ops team.
- Built an iconography library and defined scalable visual components that were adopted across marketing, product, and content channels.
- Ensured accessibility and device optimization for all assets, with attention to legibility, visual hierarchy, and performance.

Encoretech (TaaS B2B), Decatur, GA - Sr. Visual Designer

02/2019 - 08/2022

- Partnered with content managers and subject matter experts (SMEs) to define learning objectives and develop engaging educational content and explainer videos tailored for technical B2B audiences.
- Utilized Camtasia, Adobe Captivate, Premiere Pro, and After Effects to edit and author instructional video modules, ensuring all materials met adult learning principles and brand consistency.
- Created a comprehensive, reusable video style guide that streamlined content implementation across the organization and supported scalable training initiatives.
- Managed moderate-complexity content development projects, consistently meeting tight deadlines while increasing brand visibility and user engagement.

HomElectrical (Wholesale B2C), Kennesaw, GA - *Graphic Designer*

10/2018 - 02/2019

- Revamped e-commerce visual experience with a UI-focused redesign of homepage banners and product pages.
- Designed email graphics, promotional ads, and seasonal print pieces.
- Assisted SEO/content teams with visuals for blog posts and product highlights.

SKILLS

Instructional Design & E-Learning: Camtasia, Adobe Captivate, Content Development, Storyboarding, Adult Learning Principles, SME Collaboration

Project Management & Operations: Cross-functional Collaboration, Agile Workflows, Excel Data Analysis, E-commerce Logistics

Motion & Video Production: After Effects, Premiere Pro, Final Cut Pro, Audition, 2D Animation

Project Management: Agile Methodologies, Task Prioritization, Stakeholder Communication

Visual Design & UI: Figma, Canva Pro, Adobe Illustrator, Photoshop, InDesign, Sketch, Cinema 4D, MidJourney

EDUCATION

Savannah College of Art And Design, Atlanta, GA - Motion Media Design, *M.A*

08/2014 - 08/2017

Indiana University Purdue University Indianapolis, Indianapolis, IN - Media Arts & Sciences, *B.S*

07/2010 - 12/2013