

# STEVE HUANG (Yuan-Jing Huang)

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## EDUCATION

University of Illinois at Urbana-Champaign

Expected May 2026

BFA in Industrial & Product Design; Minor in Integrative Biology; Minor in Ecology & Conservation Biology

GPA: 3.76/4.0

- Dean's list: 2024 Fall

## EXPERIENCE

Independent Brand Image & Design Consultant

Hybrid

Client: 'BO' Boba Donut at Latea Lounge

April 2024 - May 2025

- Developed the business's new brand identity, including a logo for promotion and packaging, contributing to a 40% increase in product sales.
- Expanded local clientele by producing promotional graphics, posters, and merchandise; planned product photoshoots to enhance presentation of new products such as BO's Boba Donut and Mochi Cookie.

Client: Ascertain Biotech

February 2025 - March 2025

- Conducted research on effective methods of conveying the company's investment profile and new innovations, and designing pitch-deck presentations related to AI assisted plastic surgery; designed company image related projects such as letter-heads.

Client: Philicia Inc.

March 2024 - Present

- Developed the UI/UX and visual design for the company's new website to enhance company image and accessibility to a catalog of 100+ products.

Philicia Inc.

Taichung, Taiwan

Marketing & Sales Intern

May 2023 - August 2023; July 2024 - August 2024

- Conducted market and competitor analysis on cosmetics and perfumery products, evaluating chemical and biological functions, target demographics, application positioning, and marketing strategies.
- Represented the company at BIO-Asia Taiwan exhibition, engaged with industry executives to establish key sales relationships and initiate new business leads.
- Completed training on cosmetics and perfumery products at Symrise Singapore on the properties, applications, handling, and new environmentally sustainable cosmetic products to better advise clients.

Illini Dads Association

Champaign, IL USA

Intern

March 2025 - Present

- Led the design on UI and app pages; collaborated in a team of five to publish a new 'Illini Dads App' to improve student and alumni engagement with campus events.
- Produced merchandise and promotional materials for 'Dads Weekend' event, such as T-shirt, feather flag, and posters

Off-Road Illini Baja SAE

Urbana, IL USA

Project Member - Chassis

August 2022 - May 2024

- Collaborated in a sub- team of 30+ members to build a capable off-road vehicle from scratch for cross-state competitions
- Designed and machined chassis components on the vehicle such as chassis tubes, steering wheel, safety tabs, body panels, and in cooperation with 100+ members Suspension and Powertrain teams, integrate said components into the vehicle.

## LEADERSHIP

UIUC Taiwanese Student Association

Champaign, IL USA

President

April 2025 - Present

- Implemented effective coordination of board members and interns, resulting in 2x growth of annual events and driving increased revenue, enhanced event quality, and expanded visibility.
- Strengthened organizational unity by personally leading event planning and preparations, fostering a sense of trust across all team levels.

Phi Kappa Sigma International Fraternity, Rho Chapter

Champaign, IL USA

Founder & Recruitment Chairman

March 2024- September 2024; January 2025 - Present

- Maintained organizational image through promotion posts, posters, and direct outreach to 100+ students through in-person tabling and social media; interviewed 10+ prospective members to assess fit and commitment.
- Established foundational framework for chapter operations, including structure, bylaws, culture, and code of conduct as part of the 4-member founding team.
- Spearheaded growth within the fraternity by recruiting and onboarding the first 4-person class of Spring 2024.

Vice President

September 2024 - January 2025

- Oversaw the operation of the fraternity by coordinating efforts between officers and committees through weekly one-on-one meetings to communicate responsibilities and ensure organizational functions.

## SKILLS

**Softwares:** Solidworks, Keyshot, Fusion 360, Adobe Suite (Photoshop, Illustrator, InDesign), Microsoft Suite (Powerpoint, Word)

**Languages:** English (fluent), Taiwanese (fluent), Mandarin (fluent)

**Strength:** Design Research, Field Research, Design Visualization, Product Marketing, Team Leadership & Collaboration

**Specialty:** Premium Goods Design, Sustainable Design, Interaction Design, Company Image & Logo Design, Visual Design (Pitch-Deck)