

YISHEN GU

Brand Design Lead · Senior Visual Designer · AI Creative Producer

San Francisco Bay Area, California · Open to Remote · English & Mandarin

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PROFESSIONAL SUMMARY

Senior Visual Designer and Creative Producer with 15+ years of experience leading brand design, AI content production, visual marketing, motion graphics, and digital storytelling. Specialized in building end-to-end AI creative pipelines using Midjourney, Flux, ComfyUI, Runway, Kling, Veo, and Sora. Proven ability to deliver product-launch campaigns, hero visuals, social storytelling, investor materials, and commercial-grade AI image and video production across AI, robotics, education technology, and hospitality sectors. MFA in Graphic Design & Digital Media (Academy of Art University, 4.0 GPA). MIT-certified Digital Transformation Specialist.

CORE SKILLS

AI Image Generation · Image-to-Video Production · Prompt Engineering · Creative Direction · Product Launch Campaigns · Key Visual (KV) Development · Brand Systems · Social Media Content · Motion Graphics · Investor Presentations · Workflow Optimization · Visual Identity · Brand Strategy · UI/UX Design

AI & DESIGN TOOL STACK

AI Generation: Midjourney · Flux · ComfyUI · Runway · Kling · Veo · Sora · Leonardo AI · Stable Diffusion · Nano Banana · ChatGPT

Design & Motion: Adobe Creative Cloud (Photoshop · Illustrator · After Effects · Premiere Pro · InDesign) · Figma · Cinema 4D · Blender · Canva

PROFESSIONAL EXPERIENCE

Freelance Senior Visual Designer

Jun 2026 – Present

Faraday Future (Freelance) · Los Angeles, CA

- Created AI-assisted visual assets for robotics product launches and executive presentations, including product teaser visuals, key visuals (KV), concept imagery, and large-format event graphics.
- Developed AI-driven creative workflows combining image generation, motion design, and presentation storytelling.
- Collaborated with marketing and product teams to deliver high-quality visual assets under tight production timelines.

Brand & AI Creative Lead / Head of Design

Jan 2020 – Present

LINQ.AI · San Francisco Bay Area

- Lead visual strategy and AI-assisted creative production for an AI-powered education technology platform (Oxygen), covering brand systems, product marketing assets, and investor-facing materials.
- Built scalable end-to-end AI creative workflows integrating image generation (Midjourney, Flux, ComfyUI), video generation (Runway, Kling, Veo, Sora), and post-production pipelines — significantly increasing output quality and speed.
- Created original designs for brand campaigns, product launches, microsites, and landing pages driving client-to-customer conversions.
- Supervised and mentored design staff; submitted performance reports to executive leadership for appraisal.

Chief Brand Officer

Apr 2020 – Present

Royal Dynasty US Restaurant Management, Inc. · San Francisco Bay Area

- Lead brand strategy, visual identity, social media content, motion graphics, and AI-enhanced creative production across multiple consumer-facing restaurant brands in the United States.
- Oversaw brand ecosystem strategy aligned with Simmer Huang (YumChina / Fortune 500 subsidiary), supporting brand consistency across 660+ global chain locations.
- Developed franchise brand presentations, promotional campaigns, and scalable design systems for domestic and international markets.

Director of Brand Development

Aug 2020 – Mar 2026

SevenSeas LLC · San Francisco Bay Area

- Developed visual brand identity systems defining color, design, and logo elements that shaped consumer perception across international markets.
- Collaborated with global business partners on early-stage and transformational investment brand communications.

Graphical & UX Design Lead

Mar 2020 – Mar 2023

Honors Pathway, PBC · San Francisco Bay Area

- Led graphic and user experience design initiatives, developing brand-distinguishing visual assets for consumer-facing digital products.

Freelance Graphic Designer

Aug 2019 – Aug 2021

DDW SF · San Francisco Bay Area

- Partnered with KOOL'N FX on brand materials and visual identity; led rebranding of Perfect Day — a Silicon Valley startup featured in major press for animal-free dairy innovation.
- Articulated design principles and guidelines for implementation; presented creative work including logos, visual identities, and event systems to internal teams.

Freelance Design Director

Mar 2014 – May 2022

Guangxi Golden Zhuangjin Culture & Art Co. · Nanning, China

- Directed creative design output for a regional culture and art firm over 8+ years, overseeing campaign visuals, brand collateral, and editorial design.

Co-Founder / Executive Creative Director

2008 – Present

Jiangsu Yishen Culture Media Co., Ltd. / Nanjing Balin Ecological Exhibition Engineering Co. · Nanjing, China

- Co-founded and led creative strategy for a culture media company; concurrently served as Executive Creative Director for an ecological exhibition engineering firm.

SELECTED PROJECTS

Faraday Future Robotics Launch Visuals · KV Design · Event Graphics · AI Videos

LINQ.AI — Oxygen Platform Brand Identity · Web Design · Marketing Campaigns · Investor Communications

Little Sheep USA Brand Marketing · Franchise Presentations · Commercial Brochures · Restaurant Branding

Corporate & Investment Napa Capital · Silicon Holding · Royal US Group · Investor Materials

Perfect Day (DDW SF) Brand Relaunch · Visual Identity · Silicon Valley Press Coverage

EDUCATION

MFA, Graphic Design & Digital Media

Academy of Art University · 2016 – 2019 · GPA 4.0

Designing Innovation to Action — AI & Leadership

Stanford University School of Engineering · Aug 2024

BFA, Graphic Design

Guangxi Art University of China · 2010 – 2014 · GPA 4.0

CERTIFICATIONS

Learning AI Through Visualization · Columbia+ · 2025

BSAFE · UNDSS · 2025

Digital Transformation Specialist · MIT Professional Education · 2022

Corporate Finance Fundamentals · Corporate Finance Institute (CFI) · 2022

Human Resource Management · Sunlands Technology Group · 2021

LANGUAGES

English (Fluent) **Mandarin Chinese** (Native)