

## DOMINIC YANG

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### SUMMARY

- **Innovation Strategist:** Master's qualifications in *Strategic Marketing* and *Innovation*, with a focus on brand strategy, digital transformation, and customer experience enhancement.
- **Proven Leadership in Creative Sector:** Former commercial art gallery director, demonstrating expertise in brand engagement, sales, customer engagement and team management.
- **Product Development Enthusiast:** Committed to ideating and developing innovative products and services that enhance brand-consumer engagement and delight.

### EDUCATION

**MSc Strategic Marketing** Sep 2021-Aug 2023

**Imperial College Business School, London**

Grade: Distinction

Projects:

- **AI x Brand Trust & Authenticity Report (Prize-Winning):** Investigated the impact of AI on brand authenticity and consumer trust.
- **Off White - Brand Strategy Case Study:** Explored the brand's unique positioning post-Virgil Abloh, focusing on crisis management, market expansion, and competitive differentiation.

**Relevant Modules:** Strategic Brand Management, Digital Marketing, Emerging Technologies, Strategic Marketing Innovation, Brand Experience Design, Effective Crisis Management

**MSc Innovation, Entrepreneurship & Management** Sep 2016-Aug 2017

**Imperial College Business School, London**

Grade: Merit

Projects:

- **Group Consulting Project for Citi Ventures:** Developed blockchain-based solution for reducing drug over-prescription in the UK, utilising market analysis and innovative solution development.

**Relevant Modules:** Design Thinking for Innovation, Innovation Management, Entrepreneurship, Strategic Management, Venture Capital & Growth Finance.

**BA Liberal Arts** Aug 2012-May 2016

**Bard College, New York**

Grade: 3.3 GPA

**Relevant Modules:** Art History, Psychology, Economics, Critical Thinking

### EXPERIENCE

**Innovation & Brand Strategist** Aug 2023-Present

**FREELANCE, London (Remote)**

Current Project:

- Leading the development of a comprehensive brand audit and digital strategy, including in-depth stakeholder interviews, customer journey analysis, and competitive market evaluation.
- Employing customer-centric solutions and design thinking to optimise engagement and strategically navigating internal dynamics for effective implementation.

**Hypothetical Case Studies ([see portfolio](#)):**

- **Huel Project:** Developed a strategic repositioning plan for a nutrition brand to expand its appeal beyond the core audience, projecting a 52% revenue surge of £72.7 million.

- [Tylko Project](#): Conceptualised a strategic overhaul for a digital furniture retailer. UX innovation and brand strategy is projected to achieve an estimated revenue increase of €4.2 million.
- [Hinge Project](#): Conceptualised a dating app new feature to reinforce the brand's market positioning and generate a projected revenue increase of \$54 million.

**Product Design & Strategy Lead (Cofounder)**

Aug 2023-Present

**BOW GAMES, London (Remote)**

- Leading creative vision and strategies for user interface and gameplay, leveraging art direction, consumer behaviour insights, and market trends.
- Conducting UX research and competitor analysis in the mobile gaming industry to inform game design, focusing on balancing user engagement, monetisation opportunities, and customer delight.
- Preparing a go-to-market strategy, emphasising social media promotion and collaboration with micro and nano influencers aligned with target audience segments.

**Senior Director**

Jul 2020-June 2021

**PEARL LAM GALLERIES, Hong Kong**

- Orchestrated a strategic brand repositioning, targeting a younger clientele amidst COVID-19 by analysing market trends, client inquiries, and social media engagement. This strategy resulted in a £5M revenue influx within two months.
- Led a successful live-streaming brand activation campaign for a new artist, enhancing brand engagement and driving sales. Capitalised on social media algorithms and the artist's unique brand, culminating in a sold-out booth at Art Basel and an extensive waitlist.

**Director**

Sep 2019-Jul 2020

**PEARL LAM GALLERIES, Hong Kong**

- Managed and cultivated relationships with 70+ high-net-worth clients, delivering high-level customer service and contributing to market expansion.
- Enhanced interdepartmental collaboration and raised operational standards, particularly in sales and front-of-house teams, contributing to a cohesive and effective team dynamic.

**Part-Time Marketing Executive**

Apr 2019-Sep 2019

**PEARL LAM GALLERIES, Hong Kong**

- Led a strategic website redesign, aligning with industry standards and elevating the brand's image, resulting in a 30% increase in customer session duration.

**SKILLS, CERTIFICATIONS & INTERESTS**

**Skills:**

**Strategic:** Brand Strategy, Design Thinking, Product/Service Innovation, Market Analysis

**Analytical:** Consumer Insight Generation, Data Analysis Techniques, Generative AI Utilisation

**Creative:** Content Creation, Ideation, Concept Development

**Software:**

Proficient in Microsoft Suite, Adobe Suite, Google Workplace, Affinity Designer

**Certifications:**

LinkedIn: Advanced Branding

Google Certified: The Fundamentals of Digital Marketing

**Interests:**

Digital product innovation, (Near) Future Tech, Responsible AI, Consumer Behaviour, Creative Arts & Design, Contemporary Dining, Photography & Filmmaking