



From growing up between cultures to designing across continents, my journey has been about building bridges between people, brands, and ideas. With 12 years in journalism and design, I craft stories and experiences that connect the digital and physical, the local and global, the everyday and the extraordinary.

TESTIMONIAL

Yancey's strategic and unique skills in conveying complex messages to a high-standard audience, including the supervisory board, have been invaluable. Her diligent, fast-paced, and collaborative attitude has ensured that all communications are clear, impactful, and effective.

FILIPA BAPTISTA

Siemens Healthineers

Yancey impressed us with her extremely high motivation to learn and work, and her ability to quickly familiarize herself with new tasks and departments. Her conduct toward colleagues, superiors, and business partners was exemplary at all times.

MARC WAGNER

Detecon International

Yancey impressed us all, not only with the excellent quality of her executional work, but also with her ability to think strategically and conceptually – proactively developing ideas for various brands. On top of all this, her positivity, enthusiasm and willingness to learn made her a fantastic team player.

MIKE BAYFIELD

BBDO Germany

EXPERIENCE

SENIOR COMMUNICATIONS PARTNER TO THE MANAGING BOARD

Siemens Healthineers · Apr 2021 – Present · Erlangen, Germany

Lead and oversee the design of creative assets for all MBMs, including presentations, videos, social media, and landing pages for both internal and external communications.

Develop brand visuals and multimedia assets across financial communications and awareness campaigns; serve as brand coach advising on usage and consistency.

Selected for the SPEAC (Siemens Professionals Engaged in Active Communications) program; supported Siemens AG on SPS trade show stage and spatial branding design.

GRAPHIC & UX DESIGN SPECIALIST

SAP Hybris · Jan 2021 – Mar 2021 · Munich, Germany

Designed sales presentations, landing pages, and marketing collateral for SAP Customer Experience and the Center of Excellence.

Improved customer journeys by developing personas and UX maps, supporting global sales training and marketing initiatives.

CREATIVE STRATEGIST

MultiConnexions · Sep 2019 – Dec 2020 · Sydney, Australia

Led design of multilingual key visuals and marketing assets for Telstra, ANZ, Medibank, and EnergyAustralia.

Created digital content and managed social media for Event Cinemas, NRMA, and Cricket Australia, supporting performance analytics and campaign optimization.

DESIGN THINKING ASSISTANT

Detecon International · Jul 2018 – Feb 2019 · Cologne, Germany

Designed toolkits, templates, and visual assets for design thinking workshops for clients including Deutsche Telekom, Bayer, and BARMER.

Facilitated training sessions on service design, business storytelling, presentation design, and cross-cultural communication.

CREATIVE DIRECTION INTERN

BBDO Group Germany · Apr 2017 – Sep 2017 · Düsseldorf, Germany

Designed international campaign key visuals, promotional materials, and activation toolkits for clients including Dr. Oetker, Postbank, M&M's, 5 Gum, and Douglas.

Developed creative assets for recruitment, employee engagement, and agency events.

LEAD MARKETING DESIGNER

Cambridge Network · Feb 2013 – Sep 2016 · Waltham, United States

Built and managed the full brand identity for KnowledgeLink, a spin-off from Cambridge Network, leading a cross-continental design team based in Asia.

Developed marketing content to support American institutions in launching offshore campuses and attracting students from Asia and Latin America.

Oversaw global marketing efforts across print, digital, and social media, significantly increasing brand visibility and engagement.

MULTIMEDIA REPORTER

Cape Cod Times · Jun 2012 – Sep 2012 · Hyannis, United States

Hosted and edited the award-winning web series CapeCast; produced video and photo content for Cape Cod Times.

Created and managed content for capecodonline.com and social media channels.

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Yancey consistently delivered outstanding results, even under pressure. Her initiative, professionalism, and problem-solving skills were remarkable. She was extremely reliable, conscientious, and enjoyed our full trust.

ALEXANDER BOECKER
social sweethearts

EXPERTISE

LANGUAGES

Mandarin Chinese (Native)
English (Highly fluent)
German (Proficient)

TOOLS

Adobe: Illustrator, InDesign, Photoshop, Premiere, After Effects, Dimension, XD, Audition
Microsoft: PowerPoint, Word, Excel, Outlook, Teams, Forms, Planner, Azure, SharePoint, Sway, PowerBI, Power Apps
Figma, WordPress, HTML, ChatGPT, Runway, Sora, Midjourney, Suno

ENTHUSIASM

Traveling (70+ countries)
Dancing folk or ethnic styles
Teaching cooking on TikTok
Performing stand-up comedy

CONTACT

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Location: Nuremberg, Germany

EDUCATION

BOSTON UNIVERSITY - COLLEGE OF COMMUNICATION

Master of Science, Broadcast Journalism
Sep 2011 – Jan 2013 · Boston, United States
Grade: 3.33 (4); Co-founder of BU News Service.

COLOGNE UNIVERSITY OF APPLIED SCIENCES - KÖLN INTERNATIONAL SCHOOL OF DESIGN

Bachelor of Arts, Integrated Design
Sep 2016 – Jul 2020 · Cologne, Germany
Grade: 1,5 (sehr gut); Member of the International AG and the Alumni AG, managed school's social media accounts.

UNIVERSITY OF SYDNEY - SYDNEY COLLEGE OF THE ARTS

Study Abroad, Visual Arts
Aug 2019 – Jan 2020 · Sydney, Australia

SICHUAN INTERNATIONAL STUDIES UNIVERSITY - SCHOOL OF ENGLISH STUDIES

Bachelor of Arts, English and Mass Communication
Sep 2007 – Jun 2011 · Chongqing, China
Grade: 4.22 (5); 1st Prize, National English Competition for College Students (NECCS); First-Class Scholarship recipient; Chief Editor of College News Service; Head of Student Association Communication Department; Member of College Dance Group; Host of College Freshman Welcome Galas.

EVENTS / VOLUNTEERING

CORK FILM FESTIVAL

Distribution Assistant · Nov 2018 · Cork, Ireland
Promoted the festival citywide through poster and flyer distribution; assisted with crowd control, ticketing logistics, and cross-cultural communication with international guests.

INTERNATIONAL FILM FESTIVAL ROTTERDAM

Paper Tiger · Jan 2017 – Feb 2017 · Rotterdam, Netherlands
Curated and arranged promotional displays—posters, flyers, brochures, and reviews across festival venues, ensuring timely placement and effective audience reach.

INTERFILM BERLIN

Moderator & Interpreter · Nov 2016 · Berlin, Germany
Moderated the “Focus on China” program, hosted and interpreted Q&A sessions with filmmakers from China, and promoted the program across multiple channels.

SUNDANCE FILM FESTIVAL

New Frontier Associate · Jan 2016 – Feb 2016 · Park City, United States
Supported event operations by assisting artists with AR/VR film installations, managing venue flow and guest relations, and training new volunteers.

AIESEC INDIA

Education Ambassador · Aug 2010 – Sep 2010 · Chandigarh, India
Taught dance, drawing, and language to underprivileged children at Aruna Asaf Ali Memorial Trust in Chandigarh; also served as a Culture Delegate to promote global awareness through community activities.