



AVA DENG

DESIGNER/ART DIRECTOR 📍 NEW YORK 📞 9173751121

◦ DETAILS ◦

New York
9173751121
sdeng103@pratt.edu

◦ LINKS ◦

[website](#)
[ins](#)

◦ SKILLS ◦

illustration
ux research
branding design
Adobe Suit

◦ LANGUAGES ◦

Chinese
English

👤 PROFILE

Experienced Creative Art Director with a proven track record in fashion photography and visual design. Collaborated with renowned media outlets to successfully execute high-profile fashion photoshoot concepts. Adept at developing brand identities and delivering comprehensive visual branding solutions. Additionally, recognized for exceptional work in the graphic novel.

🎓 EDUCATION

Pratt Institute , Communication Design, MFA, New York
August 2022 — May 2024

School of Visual Arts, CULTURE AND DESIGN, New York
July 2018

Communication University of China, Visual Communication Design BFA, Beijing
September 2016 — June 2020

📁 EMPLOYMENT HISTORY

Creative Director at UTTER (Fashion Photography Studio), Beijing
March 2021 — September 2022

- Conduct basic research and develop photography concepts (including art direction, makeup, etc.) for fashion photoshoots, follow through with on-site execution. Collaborated with media outlets such as *VOGUE*, *L'OFFICIEL*, *COSMO*, *Mini BAZAAR*, *VISION*, *OK!*.
- Completed visual design updates for the UTTER brand (including redesign of fonts, logos, and creation of a brand concept video). Handled graphic material design for exhibitions, photoshoots, and studio branding, and designed PR gift boxes. Also planned and executed promotional designs for the photographer's exhibitions.

Freelance Designer at Condé Nast, Beijing
August 2021 — August 2022

Collaborated with *GQ* to create visually striking packaging for both video content and commercial advertisements. Designing promotional posters and delivering comprehensive visual branding solutions that aligned with *GQ*'s high editorial standards.

Art Director at Romantic Ambition Culture Media Co., LTD, Beijing
April 2022 — August 2022

Be responsible for the art directing and creative guidance for several prominent publications under the company's portfolio, including *WAVES*, *A PART*, and *PUSS PUSS*. Led visual direction for several publications, ensuring cohesive aesthetics across editorial content

Graphic Designer at 2020 Beijing Cultural Creative Competition, Beijing
June 2020 — August 2020

Be responsible for overall visual design and production of promotional materials (countdown posters, event backdrops, festival posters, promotional videos).

👤 INTERNSHIPS

Graphic Design Intern at LinkedIn China Marketing Solutions Department, Beijing

January 2020 — June 2024

- Complete daily new media marketing designs for various platforms (EDM banners, landing pages, and interface designs).

Visual Design Intern at Yibo Yuan Media Culture Co., Ltd., Beijing

June 2018 — December 2018

- Book cover design. Including the independently designed cover for *Van Gogh's Starry Night*, which was published.
- Cultural notebook design.

★ SELF PUBLICATIONS

Broken Kids Paradise, New York City

May 2024

It's a story of a green pepper running Broken Kids Paradise.

20 Things That Horseyhorse is Afraid, New York City

May 2024

20 Things That Horseyhorse is Afraid of is a graphic novel exploring fear and pain through humor. It follows a horse in New York, depicting its anxieties—from trivial (cilantro) to deep (love and separation). The hardcover features tear-away pages that reveal hidden desires behind its fears.

★ EXHIBITION

ALL WATCHED OVER BY MACHINES OF LOVING GRACE, Manhattan

May 2024

Pop-up exhibition in La MaMa Galleria The Club & Community Shared Art Space. Work display: Back to Womb(2023)

Pratt Show, Brooklyn

May 2025

Other Islands Book Fair, Brooklyn

April 2024

SVA Gallery Summer Exhibition, Manhattan

July 2018