
China Qin

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Summary

I am a visual designer and a storyteller interested in using my skills as a tool to build compelling brand systems.

Education

Northeastern University
Honors BFA Graphic & Information Design
3.97 GPA

Creative Work Experience

Design Lead & Designer Scout

Boston, MA
Sep 2021 - July 2024

- + Lead team workshops and provided design direction for signage, brand identity, presentations, web and print materials for clients in a team of designers
- + Attended and presented design iterations at client meetings, typeset and illustrated on brand direction, lead the design of client-based projects
- + Engaged in cross-team collaboration across Management, Marketing, Tech, and Operations, attracting 200+ attendees

Design Assistant

Ralph Creative
New York, NY
July 2023 - Dec 2023

- + Created social designs, retouched photos in alignment with brand styles across 10+ music and entertainment campaigns for clients including Amazon Prime Music, The Summer I Turned Pretty, and Netflix
- + Adapted designs based on client feedback boosting engagement for Instagram, amassing 5M+ likes, helping show accounts reach up to a 13% engagement rate

Marketing Design Intern

Marsh McLennan
New York, NY
Jan 2022 - Jun 2022

- + Designed and delivered email newsletters, presentation, banners, and reports of 5 risk reports released over 6 months
- + Worked with the copywriting and marketing teams to maintain consistent messaging and visual appeal across visual assets

Web Design Intern

Wix Playground Academy
New York, NY
Jun 2022 - Jul 2022

- + One of 30 students selected from 600+ applicants on a 5-week UI/UX and web design intensive
- + Designed and built the front-end of a custom portfolio website wireframing hi-fis and lo-fis in Figma and building the site in EditorX

Skills

Design & Illustration

- + Adobe Photoshop, Illustrator, InDesign, Premiere Procreate, Sketching, Maya and Cinema4D, HTML, CSS Processing, Figma, Editor X

Soft Skills / Other

- + Project Management, Organization, Cross-Team Communication, Proactive Response to Feedback, Time Management, Google Suite, Microsoft Suite, Adobe Experience Manager (CMS)