

Doreen Zhao

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doreenzhao.com

Education

Boston University
B.S. in Communications, 2021
Concentration in Advertising
Courses in Graphic Design,
English

School of Visual Arts
Courses in Brand Identity, 2023

Memorisely
UXUI Design Bootcamp, 2024

Skills

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Branding
Communications Design
Keynote
Microsoft Office
Typography
Editorial Design
Figma
UXUI Design
Visual Design
User Research
Design Systems

Experience

Höweler + Yoon Architecture
Marketing Designer 2021–September 2023

Designed digital and print projects, including layout for proposals and project portfolios, presentations, and other marketing collateral. Improved brand consistency by creating design templates and organizing documentation. Developed visual identity and assets. Produced website and social media content (over 50% growth from 2021). Researched industry trends and standards to inform new directives.

MIT
Communications Assistant 2019–2021

Created digital assets and display posters, following brand guidelines. Revitalized branding (posters and website) for a department lecture series. Managed website and produced and set up physical displays.

Slant'd
Creative Intern 2018–2020

Collaborated with creative team to design cross-channel graphics for event promotions, announcements, and other digital projects according to brand guidelines. Developed creative concepts for social media, growing engagement by over 800% from 2018. Assisted sourcing and creating promotional assets for collaborations. Ideated marketing and social initiatives based on target audience and performance metrics.

Crazy Studios
Design Fellow 2020

Worked with strategy lead and senior designer to design a set of branded print postcards for nonprofit client Paper Airplanes, meant to help them tell their story. Presented design concepts to team and client, and assisted on extensive interviews with stakeholders.

Adlab
Art Director 2019

Brainstormed brand development ideas and ad campaigns. Created high-quality assets, including branded social media templates, mockups, and event display materials for client.

Cortex
Design Intern 2019

Designed supplementary marketing materials for startup in the marketing tech sector, including sales materials and one-pagers. Utilized CRM analytics to optimize content. Presented a brand refresh.