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Genie Wu
Graphic Designer

+1 626.354.6137
geniew.work@gmail.com
geniewu.info ↗

Education

09.2021–12.2025
ArtCenter College of Design
Pasadena, CA

Bachelor of Fine Arts in Graphic Design
Specialized in Brand Identity and Typography

01.2025–04.2025
Google Sponsored Studio Course
Pasadena, CA

Collaborated with a cross-functional team of industrial design students to develop AI-driven tools supporting adaptive and scalable Google packaging design systems.

Experience

05.2025–09.2025
Marcom Design Intern
Apple Inc.
Sunnyvale, CA

Worked with Marcom's identity team to develop product launch, event identity, and visual assets for brand design and communication.

01.2024–01.2025
Editor
Source Material,
Student Publication
Pasadena, CA

Worked with a multidisciplinary student team on editorial design, publication layout, workshops, and promotional activities, launch parties.

05.2024–08.2024
Design Intern, Branding
2 × 4
New York, NY

Collaborated with creative directors and designers on brand-driven experiences for clients including Chanel and Miu Miu, Shinsegae Namsan.

06.2023–08.2023
Graphic Design Intern
JOEFANGSTUDIO
Taipei, Taiwan

Supported the creative team with research, concept development, and digital production for client projects, including the launch of a new museum in Taichung.

01.2023–04.2023
Teaching Assistant
ArtCenter College of Design
Pasadena, CA

Assisted professor Scarlit Bloome with critiques, facilitated assignments, and supported students in design development for her Typography 1 class.

12.2020–05.2021
**Design Intern,
Social Media Editor**
Decodisplay Corp.
Taipei, Taiwan

Developed graphic concepts, contributed to event branding, and collaborated with Taiwanese food influencers on social media.

Skills

Proficient in:

InDesign, Illustrator, Photoshop, After Effects, Lightroom, Keynote, Pages, Figma, Glyphs, Acrobat, MadMapper

Familiar with:

KeyShot, SolidWorks, Cinema 4D, p5.js

Languages:

Chinese (native) English (fluent)

Recognition

10.2025
It's Nice That
Ones to Watch 2025 Showcase

10.2025
Form Revival: When Canvas Meets Code
(Brand Identity)
Communication Arts, 2026 Typography Annual, Winner

02.2025–05.2025
Fashion Research Library
(Brand Identity)
Young Ones TDC 2025, Communication Design / UI / UX / Websites, Winner
Young Ones ADC 2025, Interactive / Website, Merit
Graphis New Talent Awards 2025, Silver Award
Communication Arts Design 2025, Shortlist

02.2025
The Frick Collection
(Brand Identity)
Graphis New Talent Awards 2025, Gold Award

02.2025
Food for Thought: Delicacies & Debates
(Editorial Design)
Graphis New Talent Awards 2025, Gold Award

02.2024–05.2024
JoyFull!
(Packaging Design, Brand Identity)
Young Ones ADC 2024, Packaging Design, Merit
Dieline Concept Award 2024, 1st Place, Gold Award
Graphis New Talent Awards 2024, Silver Award

02.2024
InnerCity Arts
(Brand Identity)
Graphis New Talent Awards 2024, Gold Award

01.2022–12.2025
Scholarships awarded by the Graphic Design Department Portfolio Review
Kenneth R. Deardoff Endowed Scholarship
Samsung Endowed Scholarship
Siras Greiner Memorial Endowed Scholarship
ArtCenter General Endowed Scholarship

01.2022–08.2025
ArtCenter Student Gallery Exhibitions
DUO (Packaging Design)
Poise (Font Design)
JoyFull! (Packaging Design)
InnerCity Arts (Brand Identity)
The Frick Collection (Brand Identity)
Form Revival: When Canvas Meets Code (Brand Identity)