AVTK

Avantika Wu
Graphic Designer

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Education

09/2023–04/2025
ArtCenter College of Design, Pasadena, CA, USA
Candidate for Master of Fine Arts in Graphic Design

01/2021–05/2023
Pratt Institute, Brooklyn, NY, USA
Bachelor of Fine Arts in Communication (Graphic Design)

09/2019–12/2020
School of Visual Arts, New York City, NY, USA
Classes in Graphic Design and general education

Recognition

C2A Creative Communication Awards 2024
"Mistify" branding design (Winner)

ArtCenter Student Gallery Summer 2024
"Nexis" font design

H.C Andersen Art 2022
"Hallucination" dynamic poster series (Silver Award)
"Space" conceptual modeling (Silver Award)

Singapore Art Design Competition 2022
"Utopia" conceptual modeling (Bronze Award)
"Burn After Reading" handmade book (Bronze Award)

Forth Global Art Creation "EACE" 2022
"Set Me Free" series of handmade book (Silver Award)

International Trend Culture Design 2022
"Volcano" font design (Bronze Award)
"You are still you" branding design (Bronze Award)

Pratt Institute GPA Awards
President's List 09/2021–05/2023
Dean's List 01/2021–05/2021

Pratt Institute Undergrad Merit-Based Scholarship
01/2021–05/2023

Experience

06/2023–08/2023
Burson Cohn & Wolfe
Graphic Design Intern
Worked with the team to carry out branding design for the Eifini brand and designed branding and marketing materials for clients. Developed concepts, including preliminary brand research, presentation deck design, and editorial design. Designed logos, packaging hang tags, and patterns.

06/2022–08/2022
Beijing Insight Techology Co., Ltd
Creative Design Department, Graphic Design Intern
Designed brand identity for "Roche" Rozlytrek (entrectinib) product listing. Designed visual identity and brand event planning for the "Novo Nordisk" mid-year conference and "Johnson & Johnson" first anniversary of the establishment of self-care.

Expertise

Proficient in:
InDesign, Illustrator, Photoshop, After Effects, Glyphs, Blender, Figma, Miro, Keynote, Acrobat, MadMapper and Microsoft Office.

Familiar with:
Unity, HTML, p5.js, XD, Cinema 4D, Premiere, Lightroom, Midjourney, Nomad, Basecamp and TouchOSC

Miscellaneous:
Oil painting, font design, photography, letterpress and bookbinding.

Languages

Mandarin (native) and English (fluent)

Status

Authorized to work in the U.S. without sponsorship.