

## Doreen Zhao

doreenwzhao@gmail.com  
doreenzhao.com

## Education

School of Visual Arts  
Courses in Brand Identity, 2023

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

## Skills

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

## Experience

Höweler + Yoon Architecture  
Marketing Designer 2021–September 2023

Produced 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. Managed website and social media content (over 50% growth from 2021). Researched industry trends and standards to inform new marketing 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

Designed 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 print postcards for nonprofit client Paper Airplanes, meant to help them tell their story. Assisted on extensive interviews and multiple presentations to the client.

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.