

Los Angeles, CA | +1 (929) 3171168 | [yinghuizhu00@gmail.com](mailto:yinghuizhu00@gmail.com)**Awards:** Red Dot Winner 2024 (**Brand & Communication Design**); MUSE Design Awards Silver Winner 2024 (**Product Design**); C2A Creative Communication Awards Winner 2024 (**Education/Apps**)

## EDUCATION

### University of Southern California

Los Angeles, CA | Aug 2023 - Dec 2025

- MFA Design: UI/UX, Product, Data Visualization, Installation

GPA: 3.9/4.0

### School of Visual Arts

New York, NY | Aug 2019 - May 2023

- BFA Graphic Design: Graphic, UI/UX, Website, Product Design

GPA: 3.7/4.0

## SKILLS

- Adobe Creative Suite** ( Ai, Ps, Lr, Ae, Pr, Xd)
- Figma, Sketch**, Principle for UIUX
- Photography and Post-Processing
- Proficient in using **AI tools** like ChatGPT 4.0, Ideogram, Stable Diffusion, Midjourney, DeepSeek
- Cinema 4D**
- Creating **Product Requirements Document**
- Microsoft Office 365 & Apple iWork

## INTERNSHIP

### Visual Design Intern @ *BlueFocus Communication Group*

May 2024 - Jul 2024

- Material Design:** Participated in the end-to-end creation of internal promotional materials for May, June, and July, collaborating with cross-functional teams to ensure timely delivery. Independently designed three sets of AI learning posters, over ten long-format visuals for welfare mini-programs, and various holiday and health check posters. Utilized Midjourney and Photoshop to deliver high-quality materials, achieving 100% on-time completion and enhancing internal communication effectiveness.
- Event Support:** Contributed to the planning and execution of three key employee recruitment and training events: AI<sup>2</sup> in Action, Blue Seed, and Blue Blood Supernova. Assisted in defining event themes, names, and main visuals, ensuring cohesive branding across all materials. Designed a comprehensive suite of event materials, including banners, invitations, cards, table signs, gift packaging, numbered tickets, WeChat headers, email graphics, and guest presentation templates, contributing to a 20% increase in event participation.
- Knowledge Development:** Gained a deep understanding of the company's design workflow, communication methods, and material output standards. Continuously refined personal design approach by applying industry best practices and feedback from senior designers, resulting in improved design efficiency and quality.

### Brand Design Intern @ *China Transportation News Co., Ltd.*

Jun 2023 - Dec 2023

- Project Support:** Participated in the "Second National Transportation Strong Country Promotion Competition" project, responsible for organizing, editing, and post-producing over 80 video materials. Independently completed 3 montage and promotional videos, published on the official WeChat Video and Douyin accounts, with cumulative views exceeding 100,000. Assisted in the execution of the North Division preliminary event, including organizing contestant information, coordinating participants, and compiling judge scores, ensuring the smooth running of the event.
- Brand Design:** Led the brand design for 2 confidential client projects, including logo design and brand culture manual development. Through in-depth communication, ensured the designs aligned with brand positioning, with final deliverables published in print. Both projects were successfully completed and received high praise from clients, effectively enhancing their brand recognition.
- Journal Support:** Contributed to the layout design of the July 7, 2023 issue of China Transportation News, optimizing content layout and visual impact. Designed the poster for the "Second Transportation Cultural Creative Products Collection Campaign," published in the same issue, significantly increasing the event's exposure.
- Other Work:** Created promotional materials for daily activities and internal projects, ensuring brand consistency and effective communication.

### Graphic Design Intern @ *NavInfo Co., Ltd.*

Jun 2021 - Aug 2021

- Market Research:** Assisted in market research by collaborating with the marketing department on user insights, competitor analysis, and strategy evaluation. Contributed to the creation of a market research report from a visual design perspective, supporting the development of the company's visual design standards.
- Design Support:** Designed over 10 exhibition posters and 1 product introduction PPT to support brand promotion efforts. Independently created the app logo for a sister department, enhancing brand consistency.
- Other Work:** Participated in the filming and post-production of the company's weekly promotional short videos, ensuring high-quality and timely delivery.

### Design Intern @ *Beijing National Roadway Highway Design Institute*

Aug 2020 - Oct 2020

- Project Support:** Focused on the "Landscape Proposal Collection for the Bridge over the Jianyungou Canal on East Yunhe Street, Tongzhou District, Beijing (from Tongji Road to Chunming Road)" project. Responsible for visual concept design, landscape design, and modeling concepts. The proposal won third place in the competition after expert review, enhancing the company's reputation in the industry.
- Brand Promotion Design:** Participated in the creative design for company-themed advertisements and contributed to internal workshops. Proposed 6 creative ideas, 3 of which were adopted for future advertising campaigns, providing innovative concepts and inspiration that strengthened the company's brand image.

## PROJECT - MORE PROJECTS ARE AVAILABLE AT: [yinghuizhu.com](http://yinghuizhu.com)

### AI<sup>2</sup> in Action *Core Project Member*

May 2024 - Jun 2024

- Project Background:** A key annual company event focused on AI, bringing together former high-end AI professionals to explore future directions and market trends in AI.
- Project Responsibilities:** Led the project for the first time, overseeing end-to-end planning and execution. Developed the event theme, designed visual materials, and managed on-site coordination and equipment, achieving zero errors throughout the process, and enhanced the company's brand influence in the AI field.