XIAOYUE SHEN

I aim to be an interdisciplinary practitioner with a broad range of methodologies and applications in the design industry, leveraging flexible tools and communication methods to solve problems.

Graphic Designer

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EDUCATION

Savannah College of Art and Design

Sep 2023-Nov 2025

Master of Fine Art

Major in Graphic Design

NSCAD University

Aug 2016-May 2020

Bachelor of Design

Major in Interdisciplinary Design

WORK EXPERIENCE

Sweet Auburn Grande × SCAD Serve Graphic Designer, 3D Designer

Mar 2025-Present

- Led visual design and 3D modeling efforts to reimagine the Sweet Auburn Historic District, focusing on storytelling and public engagement.
- Contributed to a more inclusive interpretation of the neighborhood's heritage, increasing public awareness and participation in local history initiatives.

Coca Cola × SCADpro Installation Designer

Sep 2023-Nov 2025

- Collaborated on Coca-Cola's entrance display redesign for the Fox Theatre, contributing to brand image enhancement.
- Helped integrate the design seamlessly with the theater's cultural and historical context.

Savannah College of Art and Design Production Room Monitor

Apr 2024-Present

- Supports students with print production tools, including plotter printers, laminators, heat presses, and cutters.
- Skilled in color correction, die cutting, and binding; ensures safe, high-quality output.

Georgia Entertainment x SCADpro Graphic Designer

Sep 2024-Dec 2024

- Collaborated on the design of Georgia Entertainment Journal, contributing to layout, typography, color palette, and illustration selection.
- Contributed to a design system that improved consistency across future publications, reinforcing the journal's position as a credible and visually compelling voice in local entertainment.

Format Design Graphic Designer

May 2021-Aug 2023

- Conceptualized and executed brand identities and deliverables, including wayfinding and visual systems.
- Collaborated across departments and communicated directly with clients to align creative direction and ensure successful brand implementation.

AWARDS

International Design Awards (IDA)

Bronze in the Zines And Flyers, 2024

Specialized Branding

Packaging design Printing & Binding 3D Modelling

UI/UX Illustration

Motion Graphic

Software

Adobe Illustrator & Adobe Indesign

After Effect Figma

Rhinoceros & Keyshot

Language

English

Mandarin