

# Siyi Lyu

## Graphic & Packaging Designer

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https://siyilyu.com

Passionate about translating bold ideas into tangible realities, I thrive on exploring diverse facets of design, including branding, strategy, packaging, and advertising across various platforms. My educational background and hands-on experience have equipped me with a comprehensive understanding of design principles and the ability to seamlessly integrate different mediums to deliver innovative solutions.

## LANGUAGES

English  
Chinese

## CORE SKILLS

Branding and Identity  
Packaging Design  
Interior Design  
Retail Space Design  
Technical Drawing  
3D Modeling  
3D Rendering  
Photography  
Research and Marketing

## TECHNICAL SKILLS

Adobe Illustrator  
Adobe Photoshop  
Adobe Indesign  
After Effects  
Keyshot  
Shapr 3D  
Google Suites  
Keynote  
Microsoft Office

## EDUCATION

### Pratt Institute

Brooklyn, NY

(STEM) Master of Science: Packaging, Identities, and Systems Design  
August 2022 - May 2024  
Related Coursework: Brand Identities, Dielines, 3D Modeling, Structural Packaging, Prototyping and Production, Systems Design

### Luxun Academy of Fine Arts

Shenyang, China

Bachelor of Fine Art: Environmental Art Design  
September 2018 - June 2022  
Related Coursework: Interior Design, Experiential Design, Retail Space, Architecture

## EXPERIENCE

### Web Interface Design

Shenyang Siwei Environmental Technology Co., LTD

Responsible for the overall visual design of the user interface, realizing the visualization and transmission of information.

May 2021 - Sep 2021 Shenyang, China

### Teaching Assistant

Luxun Academy of Fine Arts

Responsibilities for creating the event message posters and videos in the department.

Guiding students in their projects and assisting with coursework development.

Honed strong communication skills, and collaborated with faculty on research projects.

Sep 2020 - Jun 2021 Shenyang, China

## AWARDS

Member of the Shenyang Youth Artists Association

Lifetime

Member of the Interior Branch of the China Architecture Association

The Third Prize of the Fifth Art Design Competition of National Youth Cup

June 2021

The provincial level reward of the 6th Internet + College Students Innovation and Entrepreneurship

Sept.2020

The Third-class scholarship and Honorary Title for Merit Student of LuXunAcademy of Fine Arts

2019-2021 Academic Year

The Third Prize in Psychological Cartoon Contest of LuXun Academy of Fine Arts

Nov. 2020

The Innovation and Entrepreneurship Scholarship of LuXun Academy of Fine Arts

2019-2020