

## Doreen Zhao

doreenwzhao@gmail.com  
doreenzhao.com

### Education

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

School of Visual Arts  
Courses in Brand Identity, 2023

Memorisely  
UXUI Design Bootcamp, 2024

### Skills

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

## Experience

### Freelance & Independent Design Practice

Jan 2024 – Current

Focused on developing digital and product design skills through bootcamp training. Ideated, designed and prototyped end-to-end web and mobile experiences. Contributed to self-initiated projects and supported select freelance clients.

### Höweler + Yoon Architecture

Marketing Designer 2021–September 2023

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

Collaborated with creative team to design 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 branded print postcards for nonprofit client Paper Airplanes, meant to help them tell their story. Presented design concepts to team and client, and assisted on extensive interviews with stakeholders.

### 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.