

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
Figma
UXUI Design
Visual Design
User Research
Design Systems
Branding
Communications Design
Keynote
Microsoft Office
Typography
Editorial Design

Experience

LottaHoney

Designer April 2025 – Current

Supporting graphic and product design efforts at a crypto-based gaming startup, set to launch by the end of Q3 2025. Responsible for shaping the design of the web product, including wireframing, responsive layout, UI elements, and brand assets. Collaborating with cross-functional stakeholders in a fast-paced, early-stage environment.

UXUI Career Development & Freelance

Jan 2024 – Current

Focused on developing UXUI and product design skills through bootcamp training. Designed and prototyped end-to-end experiences. Took on select freelance work and contributed to self-initiated projects.

Höweler + Yoon Architecture

Marketing Designer Sept 2021 – Sept 2023

Produced branded communications, 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 directives.

MIT

Communications Assistant June 2019 – Jan 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 Aug 2018 – Aug 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 June 2020 – Aug 2020

Worked with strategy lead and senior designer on brand direction and a design project for nonprofit client Paper Airplanes.