

XIAOWEI ZHOU

GRAPHIC DESIGNER | MOTION DESIGNER | 2D ANIMATOR

PROFESSIONAL SUMMARY

I am a designer based in New York City, specializing in graphic design, motion graphics, and 2D animation. Graduated with BFA in Design from School of Visual Arts, art is my driving force and I make pixels jazz.

CONTACT

 646-315-1186

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 xiaoweizhou.com

 New York, NY

EDUCATION

School of Visual Arts

Bachelor of Fine Arts, Design

Sep 2019 - May 2024

GPA 3.7/4

SVA Motion Screening 24(2024),
SVA Début 24 Exhibition(2024),
Undergraduate Design Award(2023),
High Term Honors(2023),
Term Honors(2022),
SVA BFA Design Spring Exhibition(2021)

SKILLS

- **Tools: Adobe Creative Suite** (Photoshop, Illustrator, After Effects, Premiere, InDesign, Lightroom), **Figma, Google Suite** (Docs, Sheets, Slides), **Microsoft Office** (Word, Excel, PowerPoint)
- **Art skills: Graphic Design, Motion Graphics, 2D Animation, Video Editing, Branding**, Editorial, Social Media Management, Photography, Drawing, Bookbinding, RISO Printing, Silkscreen
- **Communication:** Fluent in **English** and **Mandarin**

WORK EXPERIENCE

Realme

Design Intern

May 2021 - August 2021

Developed Advertisements and Graphics: Created impactful advertisements, brand identities, and motion graphics for promotional content, enhancing the visual appeal and consistency of the brand across the official website and social media platforms.

Enhanced Presentation Decks and Managed Social Media: Designed and edited presentation decks for the brand's official website, and managed official social media accounts, posting content to strategically enhance promotions and reinforce the tech brand's visual identity.

Collaborated on Product Launches: Worked closely with editorial and product marketing teams to execute new product launch conferences, ensuring cohesive communication strategies and successful market introductions.