



RENEE ZHU

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SUMMARY

Seeking a role where I can leverage my creative expertise in brand identity and crafting compelling narratives for impactful advertising and marketing campaigns

EDUCATION

Rhode Island School of Design | Graphic Design, BFA 2026

EXPERIENCE

Graphic Designer

Ivy Film Festival | October 2024–Present

- Ivy Film Festival is the largest student–run film festival in the world. As a designer on the branding team, we direct the visual identity of the festival. Leading up to Festival Week, we curate the year's color palette, typography, and aesthetics which we use for posters, merchandise, and social media campaigns

Creative Editorial Designer

Brown Political Review | January 2025–Present

- Brown Political Review is Brown University's largest nonpartisan print magazine for political journalism. As an editorial designer, I design article layouts with a focus on precise typography and visual coherence
- Work with commissioned illustrators and artists to design and co-ordinate layouts

Graphic Design Intern

PNY Technologies, Inc. | June 2024–Present

- Collaborated with cross-functional teams and my department, including product managers, art director, and senior graphic designers to develop and implement impactful design collateral for print and digital assets
- Designed layouts for website banners, landing pages, email campaigns, marketing & advertising campaigns, and product packaging
- My designs enhanced product visibility by 12% and increased sales
- Actively participated in brainstorming sessions and contributed to the creative process from initial concept development to final execution across various design projects. Researched trends and created mood boards/presentations
- Assisted with photoshoots, edited photos/videos, and managed asset library
- My summer internship was extended, and I am now working as a part-time designer while continuing school

Graphic Design Student

Rhode Island School of Design (RISD) | September 2022–Present

- Create social media filters using SparkAR, videos, posters, editorial layouts, game designs, and custom fonts using various Adobe CC software and RoboFont
- Experience in 3–Dimensional production (eg. sculpture, laser cutting, 3D printing, installation art) and 2–D art (eg. digital and traditional illustration)

SKILLS

Photoshop
Illustrator
InDesign
Adobe After Effects
Microsoft Office Suite
Adobe Creative Suite
HTML/CSS/JavaScript
Figma
Cinema 4D
RoboFont

SOFT SKILLS

High Energy
Detail-Oriented
Efficient
Organized
Dependable
Team Player
Fast Learner

LANGUAGES

French
English
Chinese

AWARDS

Young Voices Magazine
August 2018
Art published in Toronto Public
Library's Young Voices Magazine

Canadian International Youth &
Children's Art Competition
March 2016
3rd place