

MENGQI BELLA TUO

Graphic Designer and UX Designer

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EXPERIENCE

Boston University – School of Visual Arts

Lecturer of Graphic Design • Jan 2025 – Present • Boston

- Teach sophomore-level Typography courses, developing full syllabus and project-based curriculum covering Adobe Creative Suite, grid systems, and typographic knowledge.
- Lead weekly lectures and critiques, providing feedback on students' assignments.
- Guide students through process-driven design thinking, from concept development to print production.

Teaching Assistant of Graphic Design • Aug 2023 – May 2024 • Boston

- Assisted in developing course materials and lesson plans for Sophomore Typography course and Interactive Design courses.
- Provided individualized critiques and group feedback to help students refine technical and conceptual design skills.
- Advised students on typographic systems, layout techniques, and design software (Adobe Illustrator, InDesign, Figma).

Boston University – Hariri Institute for Computing (SAIL)

UX Designer • Jan 2024 – Jan 2025 • Boston

- Led the end-to-end UX design and branding of a teen-focused mental health platform for Boston Medical Center, including logo, visual identity, and scalable UI components.
- Conducted user research and A/B testing for GBH's interactive news distribution map to optimize clarity and engagement.
- Redesigned Boston University's "Procure-to-Pay" portal, consolidating 4 legacy systems into 1 scalable website.

AnySCALE Architecture

Graphic Designer • May 2021 – Jun 2022 • Beijing

- Developed bilingual brand identities, signage systems, and environmental graphics, including wayfinding assets, for clients such as Porsche, Mercedes Benz, and the Western Academy of Beijing across print, digital, and built environments.
- Collaborated with architects and stakeholders to deliver design solutions aligned with spatial and cultural context.
- Designed a layered wall installation for the Shanghai Community Service Center.

Sina Weibo

Online Marketing and Social Media Intern • Jul – Dec 2020 • Beijing

- Produced visual content for daily social campaigns, including posters, GIFs, and short-form videos for film and TV coverage, increasing audience engagement by 25%.
- Designed marketing infographics for global clients including Estée Lauder and Oppo, guided by platform data.
- Collaborated with cross-functional teams to produce digital reports analyzing audience engagement and campaign performance under tight media deadlines.

Hongwei Studio

Graphic Design Intern • Apr – Jun 2020 • Beijing

- Supported branding and visual identity design for Beijing Design Week 2020 and CCTV (China Central Television) corporate gifts.
- Collaborated with the team to design a graduation brochure and diploma for Tsinghua University's Class of 2021.

SKILLS

Tools

Adobe Creative Suite (InDesign, Illustrator, Photoshop, After Effects), Figma, Framer, Canva, Sketch, HTML, CSS, Miro, Spline, Wordpress

Design & Production

UX Design, Graphic Design, Editorial Design, UI Design, Visual Identity, Branding, Wireframing, Illustration, Information Architecture, Laser-cutting, Art Workshop Design, Print-ready File Setup, 3D Printing, Bookbinding

Research

Interview, Survey, Journey Mapping, Usability Testing, Storyboarding

EDUCATION

Master of Graphic Design

Boston University

Sept 2022 – May 2024

Merit Scholarship School of Visual Arts.
Studied Graphic Design at COMA Design Lab (Summer 2023) in Amsterdam

Bachelor of Industrial Design

Pratt Institute

Sept 2017 – May 2021

Graduated with honors. Studied Furniture Design (Summer 2019) at the Danish Institute for Study Abroad (DIS) in Copenhagen.

Summer School

Harvard University

Jun – Aug 2023

Course name: Digital Media – From Ideas to Designs and Prototypes.

LEADERSHIP

Co-director

Body&Forma Design Studio

Oct 2023 – Present

Co-lead a self-publishing design studio producing printed works, merchandise, and hosting public art workshops. Exhibited design works at art bookfairs in and outside of the US including Boston, Brooklyn, New York, New Jersey, Tokyo, etc.