

Sophia Zuo

Graphic Designer | NYC

CONTACTS

Sophia Zuo
(+1) 551-265-4556
sophiaz.zuo@gmail.com

PORTFOLIO SITE

<https://sophiazuo.com/>

SKILLS

Book Binding
Hand-drawing & Sketching
Digital Illustration
Photo Retouching
Microsoft Office
Fluent English & Mandarin
Adobe Creative Suite (InDesign,
PhotoShop, Illustrator)

Motion Graphic

Abode After Effects
Adobe Premiere Pro

Web Design

HTML
CSS
Javascript
Figma
Webflow

EDUCATION

Parsons School of Design, New York, NY
Bachelor of Fine Arts in Communication Design
2020 — 2024

PROFILE

As a bilingual designer with a detail-oriented approach, I hold a strong foundation in Visual Arts and specialize in Graphic Design. My comprehensive expertise includes Editorial Design, Typography, Package Design, Web Design, Digital Illustration, and UI/UX principles. This diverse skill set empowers me to craft compelling, user-centered designs that effectively bridge visual communication and functionality.

EXPERIENCES

DMG Investments, Marketing Department

Graphic Design Intern, New York, NY
November, 2023 — March, 2024

- Collaborate with marketing team to create visually appealing graphics and designs for various real estate marketing materials, including brochures, flyers, one-pagers and digital content.
- Maintaining a consistent and professional visual representation of the company's brand across various design projects including still and motion graphics.
- Create engaging and informative social media graphics to enhance the company's online presence.

SolarSPELL

Graphic Design Intern, Tempe, AZ
January, 2024 — April, 2024

- Collaborate with SolarSPELL creative team to create effective visual design materials for educational technology products related to solar-powered digital libraries.
- Support the production of design assets for workshops, events, and promotional campaigns organized by SolarSPELL.
- Participate in brainstorming sessions to generate creative ideas and concepts for promoting SolarSPELL's mission and products.

Bilibili Gaming, Design Department

Assistant Designer, Shanghai, China
March, 2022 — Jun, 2022

- Contribute to the design of still graphics for various gaming-related projects, including promotional materials and social media content
- Participate in the conceptualization and execution of design concepts, ensuring alignment with brand guidelines.