



**Avantika Wu**  
**Graphic Designer**

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## Education

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09/2023–Present

**ArtCenter College of Design**, Pasadena, CA, USA  
Candidate for Master of Fine Arts in Graphic Design

01/2021–05/2023

**Pratt Institute**, Brooklyn, NY, USA  
Bachelor of Fine Arts in Communication (Graphic Design)

09/2019–12/2020

**School of Visual Arts**, New York City, NY, USA  
Classes in Graphic Design and general education

## Recognition

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**ArtCenter Student Gallery** Summer 2024  
“Nexis” font design

**H.C Andersen Art** 2022  
“Hallucination” dynamic poster series (Silver Award)  
“Space” conceptual modeling (Silver Award)

**Singapore Art Design Competition** 2022  
“Utopia” conceptual modeling (Bronze Award)  
“Burn After Read” handmade book (Bronze Award)

**Forth Global Art Creation "EACE"** 2022  
“Set Me Free” series of handmade book (Silver Award)

**International Trend Culture Design** 2022  
“Volcano” font design (Bronze Award)  
“You are still you” branding design (Bronze Award)

**Pratt Institute GPA Awards**  
**President’s List** 09/2021–05/2023  
**Dean’s List** 01/2021–05/2021

**Pratt Institute Undergrad Merit-Based Scholarship**  
01/2021–05/2023

## Experience

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06/2023–08/2023

**Burson Cohn & Wolfe**  
**Graphic Design Intern**

Worked with the team to carry out branding design for the Eifini brand and designed branding and marketing materials for clients. Developed concepts, including preliminary brand research, presentation deck design, and editorial design. Designed logos, packaging hang tags, and patterns.

06/2022–08/2022

**Beijing Insight Technology Co., Ltd**  
**Creative Design Department, Graphic Design Intern**

Designed brand identity for “Roche” Rozlytrek (entrectinib) product listing. Designed visual identity and brand event planning for the “Novo Nordisk” mid-year conference and “Johnson & Johnson” first anniversary of the establishment of self-care.

## Expertise

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### Proficient in:

InDesign, Illustrator, Photoshop, After Effects, Glyphs, Blender, Figma, Miro, Keynote, Acrobat, MadMapper and Microsoft Office.

### Familiar with:

Unity, HTML, p5.js, XD, Cinema 4D, Premiere, Lightroom, Midjourney, Nomad, Basecamp and TouchOSC

### Miscellaneous:

Oil painting, font design, photography, letterpress and bookbinding.

## Languages

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Mandarin (native) and English (fluent)