



## Zhuo Cao (Sum)

Graphic designer & Illustrator

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## Skills

### Software: Analog:

Photoshop  
Illustrator  
InDesign  
After Effects  
Procreate  
Cinema 4D

Drawing  
Painting  
Inkwash  
Watercolor

### Language:

Mandarin (Native)  
English

## Graduation Thesis Brief

Efficiency and profit prevent designers from discovering their uniqueness. I created the foundation for a digital global community called SPARQ, where designers become partners and spark creativity to both sides based on their characteristics and aesthetic preferences. Ultimately, designers would grow their own design personalities and resulting a more diverse design environment.

## Education

### ArtCenter College of Design

Pasadena, CA  
2019–2022  
MFA in Graphic Design

### University of Missouri

Columbia, MO  
2014–2019  
BFA in Graphic Design  
Art History Minor

## Awards

### ArtCenter Scholarship

ArtCenter College of Design  
2021–2022

### Richard And Patricia Wallac Eendowment for The Art Scholarship

University of Missouri  
2018–2019

## Focused Courses at ArtCenter

### Unother Film Festival

2021  
Graduate Studio 2  
Monica Schlaug, Professor

### Brand Identity Design Project

The Unother Film Festival pays attention to the existence of the oppositional relationship between the individual and the majority in our society. I created the entire design visual identity and the promotional material of the festival.

### U.R.L.

2021  
Graduate Studio 2  
Tyrone Drake, Professor

### Brand Identity, Web Design, Poster Design

Designed a poster series, promotion ideas and web design for the artist group United Revolutionary League, which encourages and instructs artists and designers to create artworks that remind us how to coexist with the Internet.

### Marble Dream

2021  
3D Motion Graphics  
Aaron Björk, Instructor

### 3D Modeling, 3D Motion Design

Created a one minute 3D animation. The simple and automated installations always attract me. I modeled five installations that are both mechanical and dreamy to capture my interests, and filmed them in one video.

### FSC Rebrand Identity

2020  
Graduate Studio 1  
Gerardo Herrera, Professor

### Brand Identity Design Project

Rebrand visual identity for the Forest Stewardship Council which promotes responsible management of the world's forests. By emphasising modernity and boldness, the new identity helps them to stand out and maintain their influence.