

Phoebe Hsu

Visual Communication
+1-510-556-7811

hi@phoebehsu.design
phoebehsu.design

EDUCATION

September 2017 – August 2022
Bachelor of Fine Arts

ArtCenter College of Design

Graphic Design

EXPERIENCE

January 2022 – May 2022

Design Intern
Manual Creative
San Francisco, CA

Worked with the creative team to create brand applications, packaging design, presentation decks, and iconography for clients including a property technology startup and a local confectionery store. Contributed to digital brand guidelines for Strava, a fitness activity tracking app, and printed brand guidelines for the Eames Institute, a non-profit organization.

August 2021 – December 2021

Teaching Assistant
Type 5: Transmedia — Brad Bartlett
ArtCenter College of Design
Pasadena, CA

Aided the professor during class and individual critiques. Conducted additional weekend workshops for students. Helped students with concept development, typographic communication, and identity system development.

August 2021 – December 2021

Teaching Assistant
Graduate Typography I — Cheri Gray
ArtCenter College of Design
Pasadena, CA

Helped students to develop their foundational typographic skills through various exercises and in-class demos. Assisted the instructor during individual critiques of student work, which included booklets, posters, and album cover designs.

September 2021

Typography Lecture Workshop
Roski School of Art and Design
University of Southern California
Los Angeles, CA

Collaborated with Cheri Gray on this two-part typography workshop for a Master of Fine Arts program at the University of Southern California. Carried out in-class demos and critiqued student work to help them develop their foundational typographic skills.

February 2021 – August 2021

Design Intern
Made in Space (April Greiman)
Los Angeles, CA

Assisted on a self-published book, a viewbook for the Master of Fine Arts program at Roski School of Art and Design at the University of Southern California, and motion and editorial design for a typographic publication.

May 2021 – August 2021

Freelance Designer
LA Artcore
Los Angeles, CA

Worked with the executive director on brand applications, including stationery, banners, and website mastheads for this nonprofit gallery. Designed promotional print material and social media content for events.

May 2021 – July 2021

Freelance Designer
HelpGuide
Santa Monica, CA

Worked with the executive director of this mental health nonprofit organization. Designed various portions of their website and worked closely with the lead web developer to ensure that the design was integrated onto the site.

RECOGNITION

January 2018 – August 2022

ArtCenter College of Design
Provost's List

May 2021

Young Ones Portfolio
Portfolio Winner

May 2021

ArtCenter College of Design
Shenzhen Hub Exhibition

June 2022

Communication Arts
Design Annual 2022
: Chinatown San Francisco

May 2021

Young Ones ADC
Bronze Cube
: Chinatown San Francisco

April 2021

Type Director's Club 67
Certificate of
Typographic Excellence
: *The Medium is not the Message*

May 2022

Type Director's Club 68
Certificate of
Typographic Excellence
: *This Book is a Time Machine*

May 2021

Young Ones ADC
Merit Award
: Ace Hardware
: *Superposition*
: *The Medium is not the Message*

January 2021

Graphis New Talent Annual 2021
Silver Award
: *Superposition*
: *The Medium is not the Message*

EXPERTISE

Strong knowledge of
Adobe Creative Suite, Google
Workspace, Pages, Keynote

Familiar with
Cinema 4D, Figma, MadMapper,
Processing, p5.js, HTML / CSS

Languages
Fluent in English
Proficient in Mandarin