



Sijin Zhu

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Education

ArtCenter College of Design

Pasadena, CA

08.2020-04.2022

Master of Fine Arts, Graphic Design

School of Visual Arts

New York, NY

08.2015-05.2019

Bachelor of Fine Arts, Fine Art

Experience

Shanghai Yanwu AI Co. Ltd

Freelance UI/UX designer

Shanghai, China

10.2019-01.2020

- Led a team of 5 to design the app BooleanCat (helped users analyze the nutritional metrics of each meal) using Illustrator and XD.
- Coordinated with outside agencies and collaborated with product and marketing teams.
- Provided 10+ solutions on user flow based on the team's requirements for BooleanCat.

Ashcan Studio of Art, Inc

Teaching Assistant

New York, NY

08.2019-12.2019

- Helped visual arts instructors to set up and prepare needed resources before each class by using Illustrator and Photoshop to assist instructors in preparing coursework.
- Assisted students new to interactive sensors to build their installation works and visual projects.

Chongqing Huanuo Medical Biotech Ltd.

Graphic Designer

Chongqing, China

06.2016-07.2016; 05.2018-06.2018

- Designed and developed materials such as logos, business cards, brochures, and posters for Huanuo's international consortium.
- Proofread digital content and layouts to promote Huanuo's brand recognition.

I.X Fashion Studio

Advertising Designer

Chongqing, China

07.2017-08.2017

- Worked on ten clients to communicate concepts, designs, and landing plans for marketing materials.
- Produced and improved typography, themes, and graphics, and brainstormed ways to simplify navigation and improve UX/UI for five corporate websites using HTML.
- Compiled client feedback and user data into a matrix and translated them into advertisements for better marketing.

Others

Languages

Native speaker in Mandarin; fluent in English; fluent in Japanese.

Skills

Software

HTML5, CSS, Illustrator, Photoshop, XD, InDesign, Framer, Sketch, Final Cut Pro, After Effects, Procreate.