

# ELLIS

**Ellis Zhixuan Yu**  
Graphic Designer  
Illustrator

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## Education

09.2019–04.2022  
**ArtCenter College  
of Design**  
Pasadena, California

**Master of Fine Arts in  
Graphic Design**  
Focused on brand strategy,  
transmedia brand identity,  
and editorial design.  
Thesis focused on cultural  
stereotypes and typography.

09.2015–07.2019  
**Shenzhen University**  
Shenzhen, China

**Bachelor of Fine Arts  
Visual Communication  
Design**

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## Recognition

04.2022  
**Young Ones ADC**

**Finalist**  
NOOOISE Virtual Livehouse  
**Shortlist**  
21C Museum Hotel

02.2021  
**Graphis New Talent  
Annual 2021**

**Silver Award**  
19+1 Magazine  
Branding, Editorial

2020–2022  
**ArtCenter College  
of Design**

**Merit Scholarship**  
Graphic Design  
Department

2019–2020  
**ArtCenter College  
of Design**

**Featured in Student Gallery**  
Aphex Twin Collapse EP  
Avenir Specimen Booklet

2019  
**China College Student  
Advertising Arts  
Competition**

**First Prize in Guangdong**  
August 15th  
Poster series

2016–2019  
**Shenzhen University**

**Merit Scholarship**

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## Skills

**Strong working knowledge of**  
Illustrator, Photoshop,  
InDesign, XD, Lightroom,  
Premiere, Acrobat,  
Processing, PowerPoint,  
Keynote, Procreate,  
Google Docs, MadMapper.

**Craft**  
Lettering, screenprinting,  
watercolor, gouache, sewing,  
digital illustrations, digital  
photography editing and  
retouching, photography.

**Familiar with**  
After Effects, Dimension,  
Audition, Sketch, P5.js, Unity,  
HTML, CSS, Figma.

**Languages**  
Native in Mandarin,  
Fluent in Cantonese,  
Fluent in English.

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## Experiences

08.2022–Present  
**Gretel Inc.**  
Brooklyn, NY

### Design Intern

Work with senior designers and  
creative directors on brand identity  
development, create brand assets  
including typography layout, icons,  
illustration, and presentation decks.

09.2021–12.2021  
**ArtCenter College  
of Design**  
Pasadena, CA

**Teaching Assistant, Grad  
Studio 3 with Monica Schlaug**  
Assisted the instructor to help the  
students develop branding skills.

06.2021–08.2021  
**Superunion**  
New York, NY

### Design Intern (Remote)

Worked with strategy and  
account management interns  
to create a strategic brand  
identity for the client.  
Helped with other designers  
on internal brand identity and  
presentation work.

12.2019–03.2020  
**ELITE TOEFL  
Education Center**  
Shenzhen, China

### Freelance Designer

Customized social media  
stickers, created illustrations,  
and designed WeChat digital  
newsletter templates.

08.2017–05.2018  
**Under The Rainbow NGO**  
Shenzhen, China

### Graphic Designer, Volunteer

In charge of the newsletter  
design for WeChat, created  
the logo and thumbnail design  
for the organization's website.

09.2017–01.2018  
**Oktumedia Design CO.**  
Shenzhen, China

### Graphic Design Intern

In charge of the logo design  
for Techhowler, assisted with  
brand identity design for  
Solbit and Mirroer, designed  
package for Linedot, created  
T-shirt design for VAPE.

09.2015–07.2016  
**Green Wind Environmental  
Association Club**  
Shenzhen University  
Shenzhen, China

### Volunteer, Designer, Content creator

Designed and curated social  
media posts on Weibo and  
newsletters on WeChat.  
Designed souvenir for the  
2015 annual event.

08.2015–02.2019  
**Apple Tree Education**  
Shenzhen, China

### Painting Teacher

Taught painting skills to  
children ages between 3-16.