

Hello I'm Youchen Zhou

Graphic designer / Photographer

+ 1 917 (930)-6855 • youchenzhou@outlook.com • youchenzhou.com

Based in Brooklyn, NY

Work Experience

2021 Gourmet Home Products Junior Graphic Designer

- Designing new packaging designs for each quarter and holiday season
- Creating packaging die lines and mock-ups for new products, indicating usage of sticker seals, types of hang tag strings, and paper type
- Preparing print-ready production files with die lines and specific print instructions such as UV coating, Pantone matches, and gold foil effects
- Photographing sample products and post-editing into environmental stock images to display functions and features of products, also incorporating edited images into the new packagings

2021 Brooklyn Museum - Summer Internship Program Graphic Design Intern

- Producing marketing collaterals in both digital and print platforms such as newsletters and social media content
- Shadowing graphic designers during exhibition walk-through with exhibition design and curatorial departments
- Attending weekly internship seminars on the re-imagining of museums and discussing issues faced during the day-to-day operations in other departments

2021 Pratt Institute - Consortium for Research & Robotics Robotics Student Monitor

- Documenting the workspace and staff members experimenting their coding with industrial robots
- Setting up a small photo shoot space to catalog the 3D printed artifacts, using small strobe lights and reflectors

2017 Asian Geographic Magazine Graphic Design Intern

- Assisting the senior graphic designer in editorial designs for monthly magazines
- Producing event collaterals such as digital ad screens and booth banners within a quick turnaround time
- Part of the photo/video team for Asian Diver Expo (ADEX) 2017 Singapore and producing a post-event video that was distributed to the company's clients and sponsors
- Handling video editing, compilation, color correcting, titles, and audio output of footages

2016 Gramercy Music Singapore Freelance Graphic Designer

- Working with the marketing manager to create collaterals for new flagship store opening such as posters, social media posts, weekly newsletters, and corporate ads
- Preparing print files for store decals such as vinyl printing, signage, and posters
- Photographing store interior and exterior for promoting their new flagship store

Education

2021 BFA in Photography Pratt Institute, Brooklyn, NY

- Digital & Analog Photography
- Film Developing & Darkroom Processes
- Inkjet Photo Printing & Photo Books
- Self-Initiated Long Term Projects (3-9 months)
- Exhibition Planning and Setup

2016 Diploma in Visual Communication and Media Design Singapore Polytechnic, Singapore

- Graphic Design
- Advertising and Marketing Campaigns
- Photography
- Video Production & Editing
- Motion Graphics

Skills

Adobe Illustrator	Graphic Design
Adobe Photoshop	Photography
Adobe InDesign	Print Design
Adobe Lightroom	Editorial Design
Adobe Premiere Pro	Social Media Content
Adobe After Effects	Photo Retouching
HTML/CSS	Motion Graphics

Languages

English	Fluent
Chinese (Mandarin)	Fluent

Volunteer Experience

2019 Pink Dot Singapore Event Photographer

Pink Dot SG is an annual event in support of the LGBTQ+ community in Singapore. I was part of the photography team to capture the spirit of Singaporeans advocating for queer rights.