

Youchen Zhou

Graphic Designer

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Skills

Packaging Design
Print Design
Social Media Content
Editorial Design
Product Photography
Event Photography
Portrait Photography
Photo Retouching

Software

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe After Effects
Adobe Premiere Pro
Adobe Lightroom
Figma
HTML/CSS
Microsoft Word
Microsoft PowerPoint
DSLR

Education

Pratt Institute

2017 - 2021

BFA in Photography

Singapore Polytechnic

2013 - 2016

Diploma (*equivalent to Assoc.*)
in Visual Communication
and Media Design

Experience

Gourmet Home Products

Graphic Designer

Sep 2021 to Present • New York, NY

- Manage in-house packaging projects from concept to production
- Produce lifestyle and catalog product photos for third-party retailers
- Work with clients' brief to create seasonal graphics reflecting market trends for wholesale retailers
- Assist the sales and production teams by creating concept imagery and physical packaging mockups for client presentations

Brooklyn Museum

Graphic Design Intern

Jun 2021 to Aug 2021 • Brooklyn, NY

- Designed marketing collateral for museum events and exhibitions, both in print and digital formats
- Developed graphic identities that aligned with the museum's brand for upcoming exhibitions

Asian Geographic Magazine

Graphic Design Intern

Mar 2017 to Jul 2017 • Singapore

- Documented the 3-day diving expo event through photography and videography
- Created digital advertisements for display on large screens during the expo
- Contributed to editorial design for their monthly magazines, working closely with graphic design and editorial teams