

# 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

- Execute in-house packaging projects from concept to production
- Producing lifestyle and catalog product photos for third-party sellers
- Working with clients' design proposals to create seasonal graphics that reflects market trends for wholesale retailers
- Assisting sales and production team in producing concept imagery and physical packaging mockups for client meetings

### Brooklyn Museum Graphic Design Intern

Jun 2021 to Aug 2021 • Brooklyn, NY

- Designed various marketing collaterals for museum events and exhibitions in print and digital formats
- Proposed graphic identities that showcased the museum's brand image for upcoming exhibitions

### Asian Geographic Magazine Graphic Design Intern

Mar 2017 to Jul 2017 • Singapore

- In charged of documenting the event through photography and videography during the 3-day expo event
- Created big-screen digital adverts for the expo event
- Worked on editorial design for monthly magazines alongside the graphic design and editorial team