

Youchen Zhou

NYC-based
Graphic Designer

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Skills

Graphic Design
Packaging Design
Social Media Content
Print Design
Editorial Design
Product Photography
Event Photography
Portrait Photography
Photo Retouching
Motion Graphics
Storyboarding

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 - Junior Graphic Designer

Sep 2021 to Present • New York, NY

- Execute packaging projects from concept to production – packaging dielines, product callouts, photography, visual hierarchy, packaging prototypes and print-ready files for factory production
- Create lifestyle and catalog product photography for Amazon and third-party retailers using DSLR, lightbox and post-production editing
- Work with clients' proposals and propose seasonal graphics catering to market trends for department stores such as TJ Maxx, Sam's Club and Dollar General
- Design matching PDQ packaging and end cap displays for specific product series in retail spaces
- Review and revise artworks with sales and production team before final production
- Assist sales team in creating concept imagery, moodboards and physical mockups for client presentations

Brooklyn Museum - Graphic Design Intern

Jun 2021 to Aug 2021 • Brooklyn, NY

- Designed marketing collaterals in print and digital formats such as exhibition postcards, digital ads, bookmarks and social media posts
- Proposed and discussed graphic identities that presents the museum's brand for upcoming exhibition within the design team
- Worked with editorial team to produce weekly online newsletters

Pratt Institute - Robotics Student Monitor

Mar 2021 to May 2021 • Brooklyn, NY

- Photographed the daily operations at Pratt Institute's Consortium for Research & Robotics (CRR), a non-profit center focusing on technology-driven research incorporating industrial robots
- Set up a photo booth to document 3D-printed artifacts produced by students and staff members in various angles and lighting setup

Asian Geographic Magazine - Graphic Design Intern

Mar 2017 to Jul 2017 • Singapore, Singapore

- Worked on a 3-day expo event and produced event collaterals such as digital ads screen, booth banners and promotional videos
- Participated in the photo/video team during the event and documented event programs around the expo center
- Edited a post-event video for clients and sponsors – select and cut multiple videos, color correcting, opening and closing titles, basic motion graphics
- Assisted senior graphic designer in editorial design for monthly magazines