

Youchen Zhou

Brooklyn-based Graphic Designer

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Skills

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

Tools

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

Sep 2021 to Present
New York, NY

Junior Graphic Designer

- Provide B2B solutions in home furnishing and kitchen products for big retailers such as TJ Maxx, Sam's Club, and Walmart
- Design new packaging design according to factory die-lines for in-house quarterly products as well as holiday seasons
- Photograph and post-edit product images for online catalog (Amazon) and product placements through stock imagery
- Produce new seasonal prints for a diverse range of products such as water bottles, kitchen utensils, and home storage

Brooklyn Museum

Jun 2021 to Aug 2021
Brooklyn, NY

Graphic Design Intern

- Participated in brainstorm sessions for their upcoming exhibitions, discussed possible design solutions for branding styles and color palettes
- Assisted in weekly online newsletters with the editorial team
- Produced marketing collateral in both print and digital formats, including postcards, website ads, bookmarks and social media content

Pratt Institute

Mar 2021 to May 2021
Brooklyn, NY

Robotics Student Monitor

- Documented the day-to-day operations at Consortium for Research & Robotics, with staff and students experimenting with coding and industrial robots
- Set up a small photo booth in the studio to catalog 3D printed artifacts produced by students via industrial robots, using available strobe lights and reflectors provided

Asian Geographic Magazine

Mar 2017 to Jul 2017
Singapore

Graphic Design Intern

- Focused on their 3-day expo event and produced event collateral such as digital ad screens, booth banners, and event`
- Part of the photo/video team during the expo event and documented event goes to be used for post-event promotional materials
- Edited a post-event video that was distributed to the company's clients and sponsors, duties include compiling multiple video sources, color correcting, creating opening and closing titles
- Assisted the senior graphic designer in editorial design for their monthly magazines