

TINA ZHOU

*Interdisciplinary Designer
in Auckland, New Zealand
& New York, NY*

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EDUCATION

New York University — *Bachelor of Fine Arts*

SEPT 2016 – MAY 2020 / New York, NY

- Major: Studio Art
- Minor: Web Programming & Applications
- GPA: 3.9 / Summa Cum Laude

Whitecliffe College

JULY 2021 – JULY 2022 / Auckland, New Zealand

- Diploma in Web Development + Design

EXPERIENCE

Freelance Designer — *Home Office*

MAY 2021 – PRESENT

I design various websites, print materials, social media content for companies such as Local Roots, Rooted Fare, and non-profits such as Send Chinatown Love, Xinsheng Project (formerly the Wechat Project).

Junior Designer — *Book of the Month*

FEB 2020 – MAY 2021 / NEW YORK, NY

I created visual assets such as display ads, marketing emails, and social media assets with the marketing team. I also spearheaded the 2020 holiday campaign, which increased gifting purchases by more than 2.5x compared to previous years.

VP of Public Relations & Marketing — *Class Activities Board / New York University*

SEPT 2018 – MAY 2020 / NEW YORK, NY

I designed marketing/publicity materials including posters, social media content, merch, etc for monthly university-wide events for 6000+ students.

Design Intern — *ClassPass*

SEPT 2019 – NOV 2019 / NEW YORK, NY

I developed visual assets for the brand across all channels, from digital products to print in collaboration with the creative and marketing team.

TOOLS

Illustrator
Photoshop
InDesign
After Effects
XD
Figma
Sketch
InVision

SKILLS

Graphic design
Web design
Illustration
Animation
Wireframing

HTML
CSS
JavaScript
P5.js

LANGUAGES

English
Mandarin
Cantonese