

Tina Zhou



Thetinazhou.com
Tinazhou@nyu.edu
+646 462 2641

Experience

VP of Public Relations & Marketing

Class Activities Board | New York University

SEPT 2018 – PRESENT | NEW YORK, NY

- Organize monthly university-wide events for 6,000+ students.
- Design marketing/publicity materials including posters, business cards, stickers etc.
- Establish branding by designing according to templates and style guidelines.
- Coordinate class-wide communication by drafting biweekly newsletters on MailChimp.
- Manage Facebook and Instagram platforms to promote events and generate publicity.

Design Intern

ClassPass

SEPT 2019 – NOV 2019 | NEW YORK, NY

- Develop visual assets for the brand across all channels, from digital product to print.
- Collaborate closely with the Creative team and Marketing Teams to create content for social media.

Graphic Designer

Center for Student Life | New York University

FEB 2019 – SEPT 2019 | NEW YORK, NY

- Established branding and design guidelines for Welcome Week which attracts 6,500+ incoming first year and transfer students every year.
- Designed themes and marketing graphics for Senior Week, a week of marquee events to celebrate the graduating senior class.

Lead Designer

NYU Entrepreneurs Festival

OCT 2018 – MAR 2019 | NEW YORK, NY

- Redesigned logo and established new branding for the 8th annual festival.
- Designed posters, flyers, social media posts and other marketing materials for the festival which attracted over 1000 attendees.
- Designed merchandise such as laptop stickers for distribution during the festival.

Education

New York University

Steinhardt School of
Culture, Education, and
Human Development

MAY 2020

- Major: Studio art
- Minor: Web Programming & Applications
- GPA: 3.9

Tools

Illustrator
Photoshop
InDesign
Dreamweaver
XD
After Effects
Sketch
InVision

Languages

English
Mandarin
Cantonese