

# Tina Zhou



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## Experience

### Graphic Designer

Center for Student Life | New York University

OCT 2018 – PRESENT | NEW YORK, NY

- Establish branding and design guidelines for Welcome Week which attracts 6,500+ incoming first year and transfer students every year
- Design 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 – PRESENT | NEW YORK, NY

- Redesign logo and establish new branding for the 8th annual festival
- Design posters, flyers, social media posts and other marketing materials for the festival which attracts over 1000 attendees
- Design merchandise such as laptop stickers to be given away during the festival

### 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

### Illustrator

Washington Square News

AUG 2018 – DEC 2018 | NEW YORK, NY

- Created 2-3 illustration graphics for both digital and print editions of the paper weekly
- Collaborated with writers and editors to communicate and develop ideas

## Education

### New York University

Steinhardt School of Culture,  
Education, and Human Development

May 2020

- Major: Studio art
- Minor: Web Programming & Applications
- GPA: 3.963

## Tools

Illustrator  
Photoshop  
InDesign  
Dreamweaver  
XD  
After Effects  
Sketch  
InVision

## Languages

English  
Mandarin  
Cantonese