

# Tina Zhou

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## Education

### New York University

Steinhardt School of Culture,  
Education, and Human Development

May 2020

- Major: Studio art
- Minor: Web Programming & Applications
- GPA: 3.992

## Tools

Illustrator  
Photoshop  
InDesign  
Dreamweaver  
XD  
After Effects  
Sketch  
InVision

## Languages

English  
Mandarin  
Cantonese

## Experience

### Illustrator

#### Washington Square News

AUG 2018 – PRESENT | NEW YORK, NY

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

### 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, and Facebook event banners
- 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

### Creative Intern

#### Academic Ezy Group

MAY 2017 – PRESENT | AUCKLAND, NEW ZEALAND

- Produce designs for newsletters, websites, and brochures
- Write, direct, edit and produce videos related to English education
- Design and create teaching materials related to STEAM education
- Act as teaching assistant for online English lessons

### Design & Marketing Intern

#### Roko Labs

JAN 2018 – MAY 2018 | NEW YORK, NY

- Designed and illustrated graphic assets for daily blog posts and newsletters according to branding guidelines
- Illustrated and animated chatbot-related GIFs
- Sorted and analyzed sales lead data