

FLORENCE YU

WORK EXPERIENCE

dentsu International
Creative Services Head
Sep 2021 — Present

Oversees the development and execution of creative projects, manage a team of designers, ensure projects align with brand standards and objectives, collaborates with other departments, and drives innovation and quality in all creative outputs

Gusto Luxe
Senior Designer
Mar 2021 — Sep 2021

Crafting captivating brand campaigns and designing engaging WeChat posts for our clients

FOREO, Shanghai
Graphic Designer
Sep 2018 — Mar 2021

Creating visual assets tailored for online and print distribution in international markets

Blurb, Inc, San Francisco
Visual Designer
Mar 2018 — Aug 2018

Design book covers and create collateral for social media

FEED/DEPT, San Francisco
Graphic Designer (Freelance)
Nov 2017 — Mar 2017

Design display ads, landing pages, marketing collateral for eBay

MuseBrands, San Francisco
Graphic Designer (Freelance)
Oct 2017 — Nov 2017

Design beer branding project

Zenfolio, Menlo Park
Graphic Designer (Freelance)
Jul 2017 — Oct 2017

Design client campaigns and create social assets

Unison, San Francisco
Motion Designer (Freelance)
Jun 2017 — Aug 2017

Design client campaigns and create social assets

Dusty Studio, New York, NY
Motion Designer
May 2016 — Aug 2016
Motion graphic projects for ComicCon

EDUCATION

School of Visual Arts, NYC
B.F.A Design/Motion Graphics, May 2017

HONORS AND AWARDS

Dean's List (2013-2017)
Having achieved superior academic standing
Exhibited at Art Directors Club
Exhibited at School of Visual Arts
Gramercy Gallery

SKILLS

Software: Adobe Photoshop, Illustrator
After Effects, Cinema 4D, Figma, Sketch
Language: Fluent in English, Cantonese
and Mandarin

ABOUT

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