

SKYLAR HU

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Media & Graphic Designer | Developer

WORK EXPERIENCE

Zhihuiyuansi Network Technology | 2021-2022

Digital Marketing Specialist

- Designed and executed 50+ digital campaigns for Alibaba Group mobile apps, boosting monthly active users (MAU) by 15%.
- Produced 150+ graphic assets and 80+ video ads optimized for social media (TikTok China, Wechat, Xiaohongshu, Zhihu), increasing click-through rate (CTR) by 20%.
- Developed and optimized e-commerce branding materials for key sales events (e.g., Taobao 618), managing €12,000/day ad spend and increasing conversion rates by 25%.

Hangzhou Youshu Network Technology | 2020 - 2021

Advertising Operator

- Managed daily ad spend of ~¥15,000, optimizing campaigns across WeChat, Douyin (TikTok China), Tencent, and Facebook.
- Created and tested 70+ landing pages and visual ad creatives for eBook and digital campaigns, strengthening campaign effectiveness and user acquisition.
- Designed 100+ digital banners, promotional visuals, and motion content tailored for multi-platform campaigns, driving higher engagement and conversion.

Shanghai Chuangji Advertising & Media | 2019 - 2020

Junior Graphic Designer

- Created packaging solutions such as shopping bags, food boxes, and wraps to strengthen brand recognition.
- Developed brand identity systems, including logos and style guides, ensuring consistency across digital and print platforms.

EDUCATION & CERTIFICATIONS

University College Dublin | 2024 - 2025

Master of Information Systems

Udemy | 2023 - 2024

Complete Web Design: from Figma to Webflow to Freelancing

Webflow University | 2024

Webflow 101 Certification

SKILLS

- Graphic & Branding:** Adobe Photoshop, Illustrator, InDesign, Canva, Figma.
- Motion & Video:** Adobe After Effects, Premiere Pro, CapCut.
- Web & Digital:** Webflow, HTML, CSS, JavaScript, Python.