SKYLAR HU

Media & Graphic Designer | Developer

📞 +353-089-2032133
✉ skylarhyn@gmail.com
🌐 www.skylarhu.work
in www.linkedin.com/in/skylar-hu

WORK EXPERIENCE

Zhihuiyuansi Network Technology | 2021-2022
Digital Marketing Specialist
- Designed and executed digital campaigns for Alibaba Group mobile apps, boosting monthly active users (MAU) by 15%.
- Produced 150+ graphic assets and 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 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 10+ 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.