

SHENGHAN HUO

GRAPHIC DESIGNER

//CONTACT ME

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//PROFESSIONAL STATEMENT

Critical eye for detail
Ability to work to deadlines
Hard-working and willing attitude
Solid software skills and fast learner
Good organisation and ability to multitask
Ability to work autonomously and as part of a team

//EDUCATION

Master degree: Design - Expanded Practice // Goldsmiths, University of London
09.2017 - 12.2018

Bachelor degree: Art & Design - New Media // Donghua University
09.2013 - 07.2016

Bachelor degree: Finance // Donghua University
09.2012 - 07.2016

//WORK EXPERIENCE

Graphic Designer & Marketing Assistant // fulltime // SeeWoo Foods // London
01 - January - 2020 // 28 - September - 2020

SeeWoo Foods Limited is an importer of Pan-Asian Foods in the UK. Also, they distribute across Europe for over 40 years. Except for B2B business, they also have cash and carry stores in London and Glasgow catering for smaller local businesses that wish to click and collect their trade orders.

- Translated campaign ideas into digital artworks that are engaging, consistent, and commercially attractive
- Developed digital artwork for websites, e-mails, display and paid social advertising
- Designed and printed marketing materials to support promotion
- Kept digital style guides up to date
- Created contents for social medias like instagram, facebook, twitter and wechat
- Liaised with social media influencers
- Communicated with different shops and coordinated with the sales and shipping team to do demonstrations for the brand PEARLRIVERBRIDGE in the UK
- Built new retail website on Shopify. Managed inventory with over 1000 products
- Provided customer service for online shop customers

//SKILLS

+PROFESSIONAL

- CREATIVE
- CRITICAL THINKING
- DESIGN
- PROBLEM SOLVING
- COMMUNICATION
- TEAM WORK
- MARKETING

Graphic Designer // fulltime // Livinggood. inc // Shanghai
01 - April - 2019 // 12 - July - 2019

Livinggood is an innovation and design studio based in Shanghai. They provide consultations and solutions to help companies expand their business. Their customers include Alibaba, the biggest online trading platform in China, IKEA, and Netease.

- Extensively researched and delivered presentations about colour, pattern and trend in the fashion and home textile industry
- Pattern design for a textile company.
- Designed a range of lifestyle products for Alibaba which were sold online and in shops around China
- Liaised with a toy factory in order to coordinate a range of product design
- Designed paper products related to Chinese new year

//SKILLS

+TECHNICAL

- ADOBE PHOTOSHOP
- ADOBE ILLUSTRATOR
- ADOBE INDESIGN
- ADOBE XD
- HTML,CSS/SCSS, JS
- ADOBE AFTER EFFECTS
- ADOBE PREMIERE
- CINEMA 4D
- PHOTOGRAPHY
- MICROSOFT WORD
- MICROSOFT POWERPOINT
- MICROSOFT EXCEL
- PAGES
- KEYNOTE
- NUMBERS

//LANGUAGE

English // Fluent

IELTS-7//2016

Mandarin // Native

//SOCIAL



Hellen Huo



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//EXPERIENCE CONTINUED

Teacher of Graphic Design // Part time // Ango Studio // Shanghai

01 - April - 2019 // 12 - October - 2019

Ango is a studio that connects students in China to their further study in western countries and helps them with their creative thinking and applications of higher study.

- Taught more than twenty students basic knowledge about graphic design and Adobe softwares including Photoshop, Illustrator, Indesign
- Did group critiques and gave suggestions to students who want to apply visual design and communication programmes in countries like UK, US and Japan
- Tutored students from different backgrounds about the concept and the logic behind their portfolios

Art editor // Internship // Yum! China Holdings, Inc. // Shanghai

01 - March - 2015 // 01 - July - 2015

Yum China Holdings, Inc. is China's largest restaurant company who has the exclusive right to operate and sub-license the KFC, Pizza Hut and Taco Bell brands in China.

- Created illustrations, edited the contents and made layouts for social media platforms including Wechat and Weibo.
- Created series of cartoons to explain HR process of recruitment for new employees
- Using the company style guide, redesigned the stationary for HR department
- Designed the layout of the menu for a famous italian restaurant: IL PRANZO in the Bund in Shanghai

Graphic Designer // Voluntary Work // Student Union, Donghua University // Shanghai

01 - October - 2013 // 31 - July - 2015

Donghua University (DHU), formerly China Textile University, was founded in 1951. DHU is one of the state-key universities directly under the Ministry of Education of China. Its feature disciplines, such as Fashion Design, Textile Engineering, and International Trade have received high reputation both domestically and abroad.

- Designed layouts and templates for school magazines with the editing group.
- Made posters and leaflets for different activities
- Event photographer of academic conferences in the university
- Organized and ran creative activities such as textile design competitions and postcards printing workshops

//INTERESTS



Traveling



Games



Movies



Books



Music