

CHUYUE SHAO

GRAPHIC DESIGNER

Highly creative graphic designer and illustrator with a focus on branding, typography, layout design, and 3D modeling. Professionally trained and competent in a wide range of design software and equipment. Excellent team player and collaborator; forward thinker who brings a broad perspective to brand and promotion development. Delivering a variety of creative media and visual communication solutions to individual clients, business owners and various corporations.

EDUCATION

Sheridan College
2014-2017
Visual & Creative Arts
Advanced Diploma
GPA:3.7/4.0
Graduate with Honors

SKILLS

Illustrator ● ● ● ● ●
Photoshop ● ● ● ● ●
Indeign ● ● ● ● ●
3Ds Max ● ● ● ● ●
Html & Css ● ● ● ● ●

REPERTOIRE

Print Design
Illustration
Typography and Lettering
3D Modeling
UI/UX

WORK EXPERIENCE

Graphic Designer

Yesup Media Inc.
North York
Feb 2018 - Present

- Work on the design, development of the graphic, layout, and production communication materials while helping clients cut their costs by an average of 16%.
- Served over 11 business customers, including UnionPay, Bank of China.
- Spearheaded a viral campaign for one of the company's products, recommended and consulted with clients on the most appropriate graphic design options based on their overall marketing goals.
- Managed up to 4 projects at a given time while under pressure to meet weekly deadlines.

Jr. Graphic Designer

Brandco Direct Inc.
Mississauga
Dec 2017 - Feb 2018

- Prepare various forms of content for multiple platforms, such as event display banners, infographics, and other marketing materials.
- Designed website banners weekly, and served over 2000 clients and delivered the product information to more than 8 business customers, including Royale, Godiva.
- Develop visual design styles appropriate to target buyer personas, brand archetypes, and client style/ brand guidelines.

Designer Intern

Cimer Co. Ltd
Nankin
May 2016 - Aug 2016

- Redesigned the Website banner, estimated to increase 30% click rate.
- Handled Complains and solved problems from customers, contributing to company's image building.
- Present creative internally and be open to receiving critical feedback.

CONTACT

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