

# 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  
Honors Graduate

### 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 - Nov 2018

- Worked 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

- Prepared 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.
- Developed 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 the customers.
- Contributed to company's image building by redesign the company logo.

### CONTACT

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