

OLIVIA HU

Graphic Designer

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@ohu_design

Hi there, I'm Olivia! I am a recent graduate from Parsons School of Design with a BFA in Communication Design. I do graphic design, branding, website design, and illustration. I love creating impactful experiences through design and interaction.

SKILLS

Illustrator	Typography
Photoshop	Website Design
InDesign	Motion Graphics
After Effects	Visual Branding
Premiere Pro	Illustration
Figma	Photography
Social Media	Photo Retouching
HTML & CSS	Adaptive
Video Editing	Organized
Print Design	Collaborative

LANGUAGES

English	●●●●●●●●
Mandarin	●●●●●●○○
Spanish	●●●○○○○○

INTERESTS

Dancing
Film
Reading
Beach
Food

EDUCATION

Parsons School of Design, The New School 2020–2024
Communication Design BFA (GPA: 3.9)

Wix Playground Academy June 2023
Selected as 1 of 20 participants out of 500+ candidates for Wix Playground Academy's rigorous 1-month program on web and experimental design. Actively participated in four 1-week workshops covering Creative Code, Projection Mapping, Photography & Art Direction, and Web Design. Designed, coded, animated, and produced four impactful personal projects.

CS50: Introduction to Computer Science Jun 2020–Aug 2020
Harvard edX Online Course

EXPERIENCE

Creative Intern | 300 Elektra Entertainment Summer 2023 & Spring 2024

- Created static/animated assets for artists and music label on social media.
- Designed album covers, logos, and merch designs both for individual artists and music label
- Assisted in event photography and actively captured moments at label events
- Collaborated with team to develop marketing activations at colleges for upcoming artists: AR The Mermaid, Hunxho, Lil Jairmy, Chikoruss, & Kenya Vaun.

Interactive Design Intern | Atlantic Records Sep 2023–Nov 2023

- Designed artist websites while communicating with marketing team.
- Produced and illustrated dynamic/static assets for label and artist social media (TikTok, Snapchat, and Instagram filters)
- Collaborated with team to implement diverse marketing activations targeting artist and fan interaction within the Discord platform for The Marias.

Graphic Designer | Yeh IDEology May 2022–May 2023

- Developed brand identity by creating layout, typography, and colors of Yeh IDEology's website.
- Created/executed promotional motion graphics and writing for newsletters.
- Assisted in designing promotional graphics for Yeh IDEology's Designing Futures Podcast.

Creative | Embolden Yourself Jewelry Jun 2020–Aug 2022

- Created visual identity and curated art direction of brand.
- Designed logo, wordmark, and packaging.
- Designed the user-experience and visual identity of e-commerce website.
- Curated art direction with moodboards for photographing products developing social media presence and brand identity.