

Olivia Hu

Graphic Designer

www.imoliviahu.com

oliviahu26@gmail.com

@ohu_design

Hi there! I'm Olivia, a recent graduate from Parsons School of Design with a BFA in Communication Design. I do visual branding, web design, and illustration. I am passionate about thoughtful design and interaction.

Education

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

2020-2024

Wix Playground Academy

June 2023

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

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

Experience

Freelance Graphic Designer

May 2024-Present

- Designed promotional posters and social media graphics/videos for music labels' events during New York Fashion Week. Crafted distinctive logos for rising music artists, reflecting their unique styles and branding.
- Revamped user experience and interface for websites of small businesses
- Developed visual brand identities for emerging startups, aligning with their vision and goals

Creative Intern | 300 Entertainment

Summer 2023 & Spring 2024

- Created static/animated assets for artists & music label on social media
- Designed album covers, logos, & merch graphics for individual artists & in-house music label events
- Assisted in event photography and videography at in-house music label events
- Collaborated w/ team to develop marketing activations at colleges for upcoming artists like AR The Mermaid, Hunxho, Lil Jai, 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

- Redesigned brand identity and user experience of website for Thrive By Design, Yeh IDEology's partner business
- Created digital assets for social media and websites
- Writing/formatting monthly newsletters using CRM tools like MailChimp
- Assisted in creating graphics for Yeh IDEology's podcast

Creative | Embolden Yourself Jewelry

June 2020-August 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.