

# OLIVIA HU

Graphic Designer

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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

- 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 and formatting monthly newsletters using CRM tools like MailChimp
- Assisted in creating 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.