

Vivien (Xiaowei) Kong

Graphic Designer & PR & Branding

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vivienkong.com

Skills

Design

User interface / User experience design
Web design
Branding
Prototyping
Video
Photo
Animation
Illustration

Development

Knowledge of HTML/CSS
SQLite (database)

Software

Adobe Creative Suite (Photoshop,
InDesign, Illustrator, AfterEffects, etc.)
Sketch
Cinema 4D

Platform

Sprinklr
Platform Management

Education

Boston University

Class of 2018
Major: College of Fine Art – Graphic Design
Minor: College of Communication – Communication
College of Art & Science – Psychology

Saint Mary's College High School, Berkeley, CA

Class of 2014

Language Skill



Experience

BU Public Relations Assistant (May 2016 - present)

Boston University Public Relations
Boston, MA

Be responsible for assisting in the creation of social content (including infographics, snapchat geofilters, photography, etc.) for all Boston University medias (BU News, BU's official Facebook, Instagram, Twitter, weibo, wechat platform etc.) Covering campus events and monitoring official social media platforms through Sprinklr. Working knowledge of social media networks.

Creative Director, Graphic Designer (August 2017 - present)

Millennium Marketing Group
Boston, MA

Be responsible for branding, logo designs and communications for clients. Recommended and consulted with clients on the most appropriate graphic design options based on their overall marketing goals. Designed logo for Century21's up coming sub-brand.

Boston Marketing Director (October 2015 - present)

Grid Vision Studio
New York City, NY

Marketing and team management for the start up in Boston area. Art Directing for photo shoots and videos.

Design Intern (June 2016 - Sep 2016)

Genius Orbit
New York City - Time Square, NY

Design project for Eisenbahn Canada lookbook and photoshooting. Be responsible for assisting in the creation of social content (including photos and graphics) for all GO's medias like Wechat platform, Instagram, weibo, facebook etc.

Head of Publicity Department (May 2015 - May 2016)

Boston University Chinese Scholars and Students Association
Boston, MA

Lead the department which promotes activities for Chinese students at BU through various medias such as Wechat platform, Facebook, Instagram etc. Delegate tasks to the 26 members of the team and provide counsel on all aspects of the project. Compose daily support activities feeds for over 5500 audiences through Wechat platform. Supervise the assessment of all graphic materials and photos. Oversee the efficient use of production project budgets.

Design Intern (June 2016 - Sep 2016)

Wang Xu'S Design Studio – Guangdong Museum of Art
Guangzhou, China

Developed design skills from mainland China's most celebrated graphic designer, Wang Xu .
Developed numerous marketing programs (logos, brochures, newsletters, infographics, presentations, and advertisements) of clients. Managed up to 3 projects or tasks at a given time while under pressure to meet weekly deadlines.