

Hi, I'm Zoe Hu and I truly love what I do. I work across print, digital and motion to create beautiful design solutions with depth, thought and strategy.

hello@zoehu.co  
www.zoehu.co

Experience

Current	Clear Designer
2018	Design By Pidgeon Freelance Designer
2017	MindAtlas Digital Designer
2016	Monash University Communication Designer

Recognition

2018	AGDA Awards Judges Choice & Pinnacle Awards Best Awards Gold Award x2
	Adobe Design Achievement Awards Finalist
2017	The Design Kids Awards Winner
	Monash Grad Show Outstanding Studio Project

Education

2017	Monash University
	Bachelor of Communication Design

Industry Engagement

2020	AGDA Councillor
2019	AGDA Dames & Dumplings Panelist
	Monash University Designers for Change Speaker

1—IMAX Refresh  
Brand

Fun, daring and innovation are what the IMAX brand is about. Boasting the largest screen in the world, IMAX Melbourne needs a brand that pushes the boundaries and stands out among its competitors.

IMAX

MEMBER LOGIN SUBSCRIBE



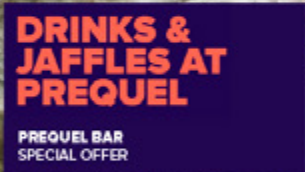
NOW SHOWING COMING SOON SESSIONS & TICKETS GIFT CARDS & DEALS MEMBERSHIP EVENTS & GROUPS EDUCATION ABOUT US



AD ASTRA  
NOW SHOWING



REWIND: THE FIFTH ELEMENT  
COMING SOON



DRINKS &  
JAFFLES AT  
PREQUEL

PREQUEL BAR  
SPECIAL OFFER



GREAT BEAR RAINFOREST 3D

Journey to a land of grizzlies, coastal wolves, sea otters and the all-white Spirit Bear—the rarest bear on Earth—in the new IMAX 3D film Great Bear Rainforest.

SESSIONS & TICKETS



PREVIEW SCREENING

GREAT BEAR RAINFOREST 3D

7:30pm Friday, June 14  
IMAX Melbourne Museum  
Rathdowne St, Carlton  
Runtime: 45 minutes

RSVP NOW

IMAX Melbourne invites you and a guest to an exclusive preview screening of Great Bear Rainforest!

Hidden from the outside world, the Great Bear Rainforest is one of the wildest places left on earth. Found on Canada's remote Pacific coast, it is the last intact temperate rainforest in the world—a place protected by the region's indigenous people for thousands of years.

#GreatBearRainforest



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IMAX

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Melbourne VIC 3001

IMAX



We ditched the generic taglines in favour of an expressive typographic style that showcases IMAX's unique programming from a human perspective. Animation also features on-site, online and in outdoor campaigns, engaging the viewer and capturing the joy of going to the movies.





JOIN THE  
**BIG**  
LEAGUE  
IMAX

IMAX+  
MUSEUM  
BETTER  
TOGETHER  
BETTER  
IMAX

**GIVE**  
BIG  
IMAX

IMAX

RE  
WIND  
IMAX

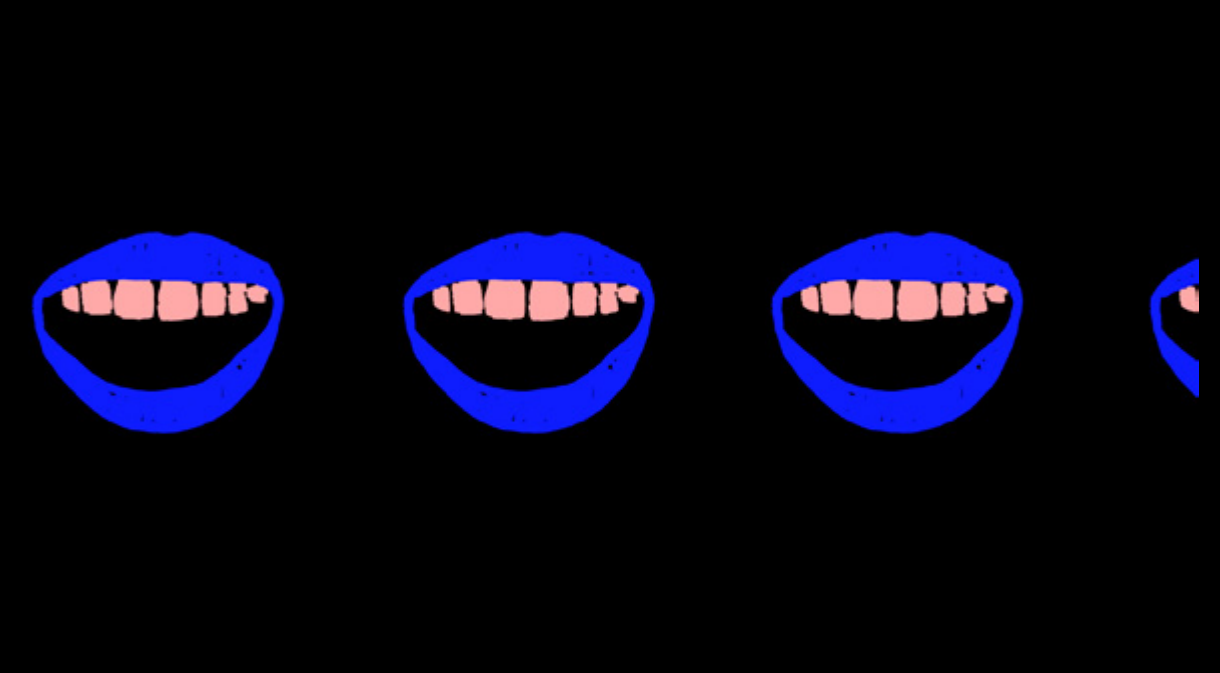
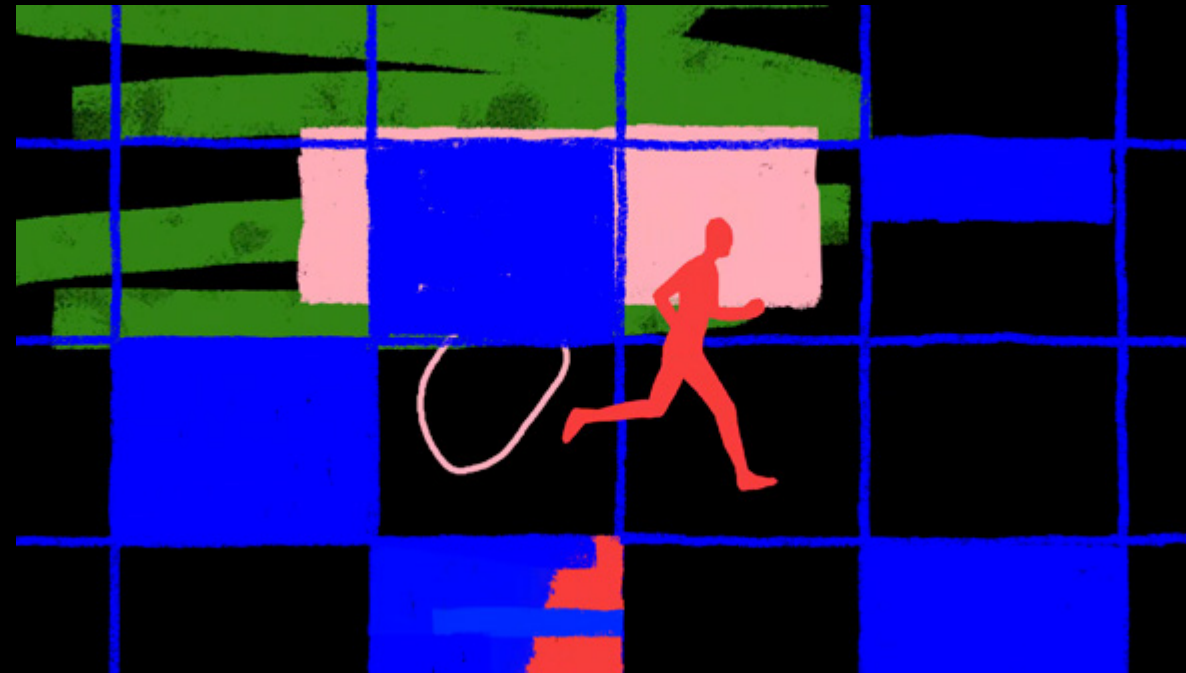


## 2 – Spring/Sun/Winter/Dread

### Music Video

UK band Everything Everything has always enjoyed conveying deeper messages through their catchy tunes. This upbeat track is no exception, with the lyrics speaking to the relentless passage of time. The music video was animated frame-by-frame and features a vivid yet dark colour palette to reflect its inherent contradiction.

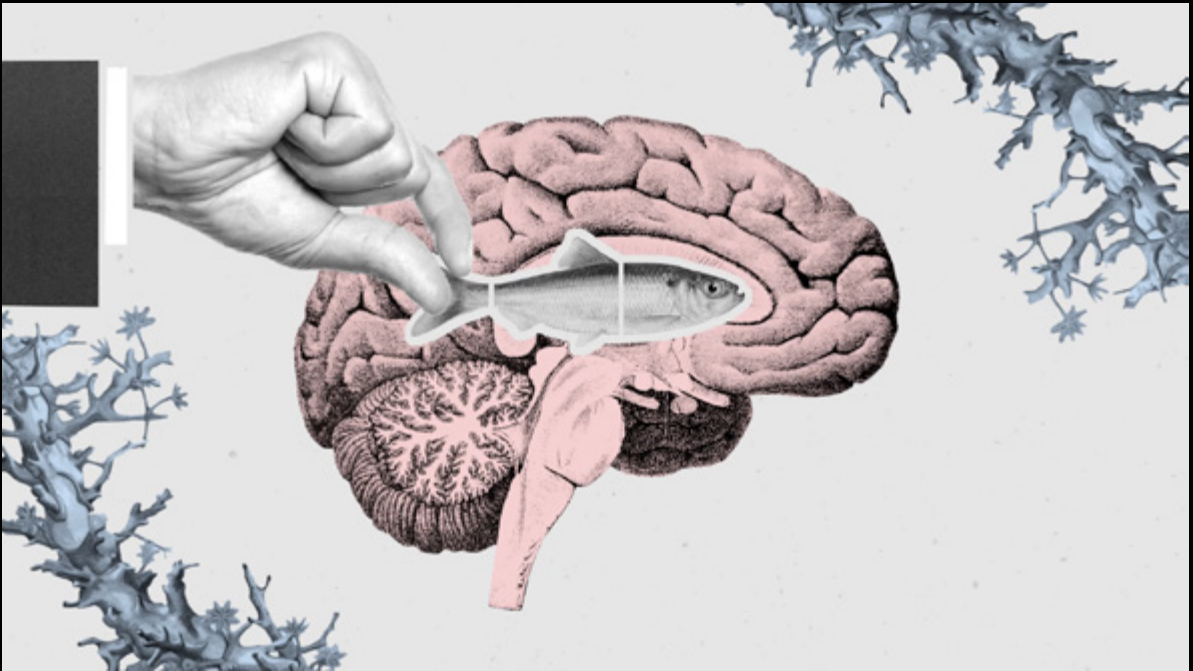
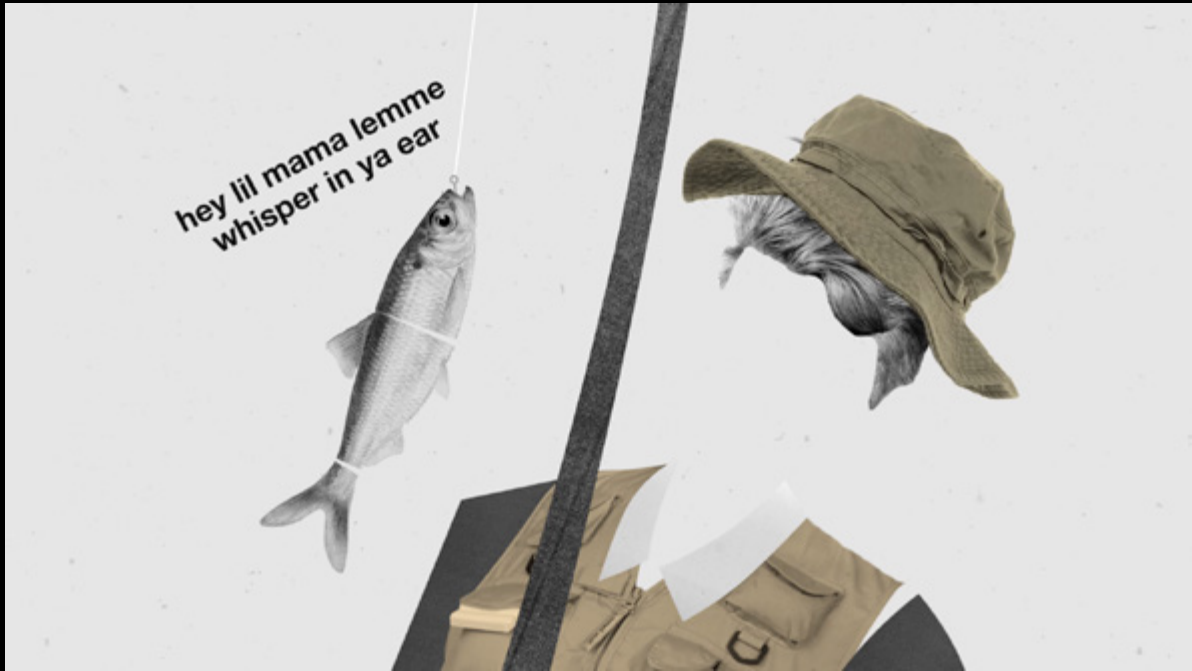
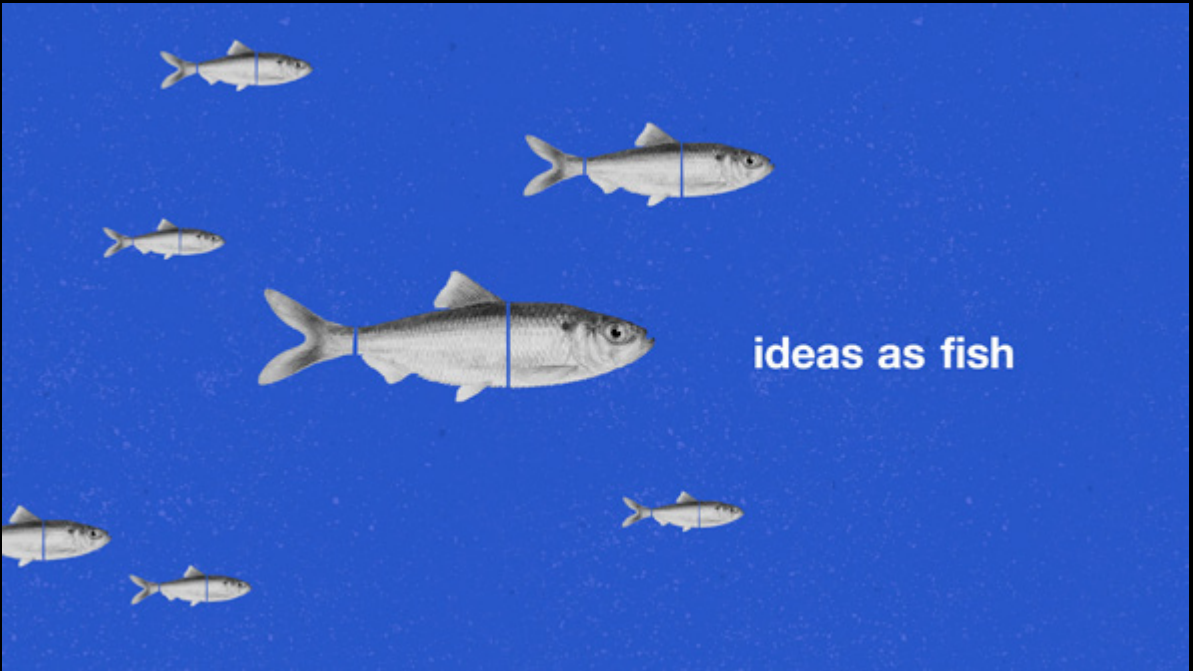
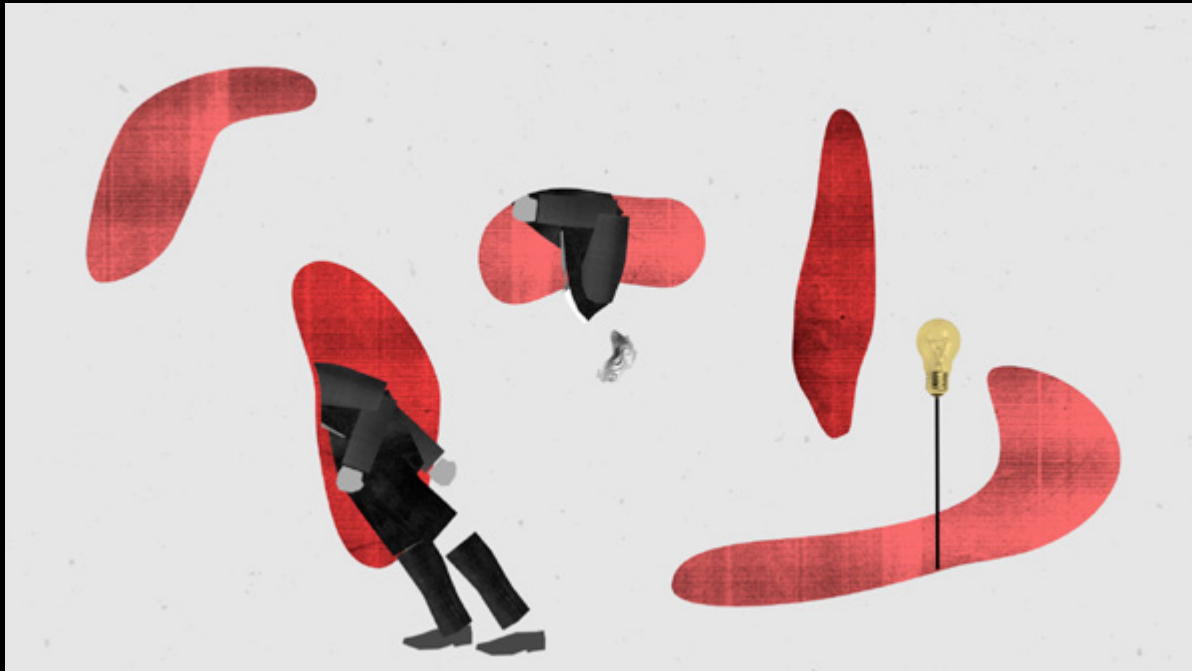
[View the video](#)



3 – David Lynch On Ideas  
Short Film

David Lynch is the most lovably eccentric human I know of, and also one of the most creative and inspiring. I took on an absurdist collage style to visualise his creative process which oddly involves a lot of fish.

[View the video](#)



## 4 – Oscen Brand

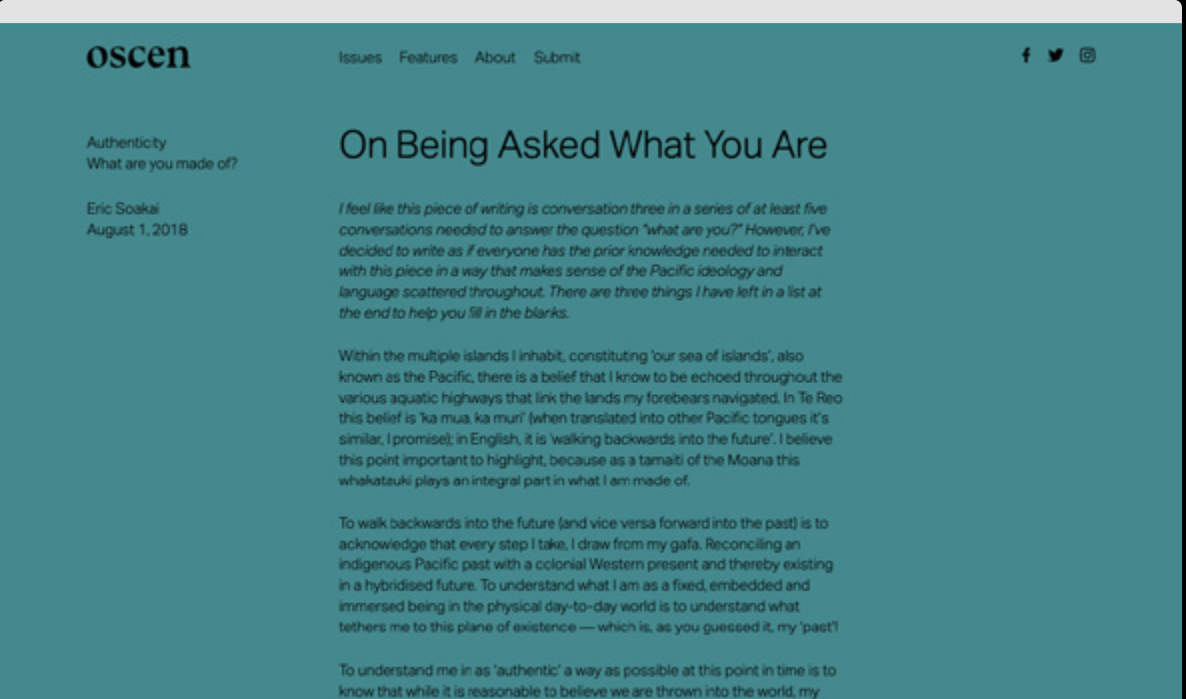
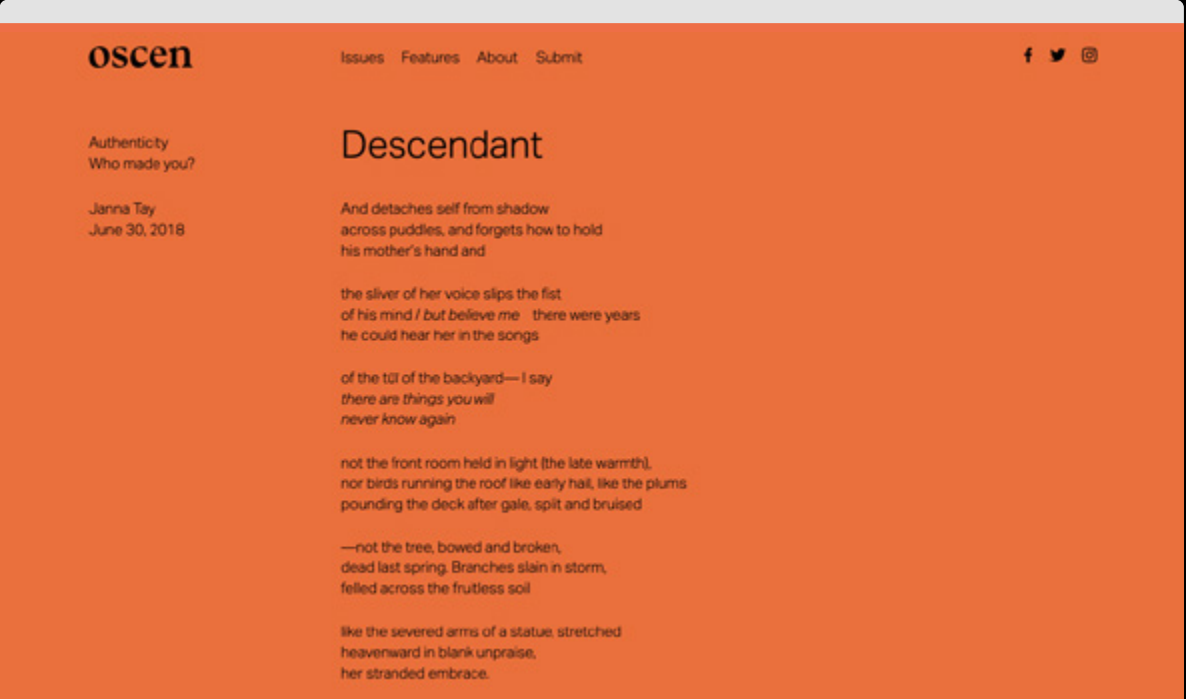
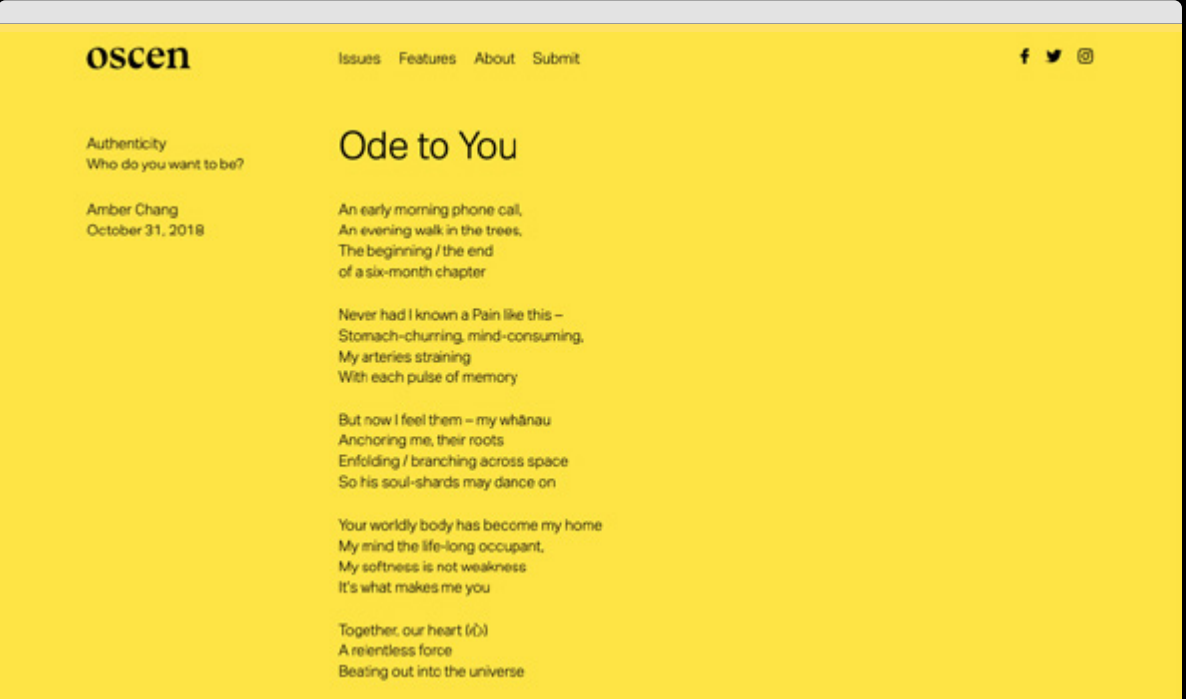
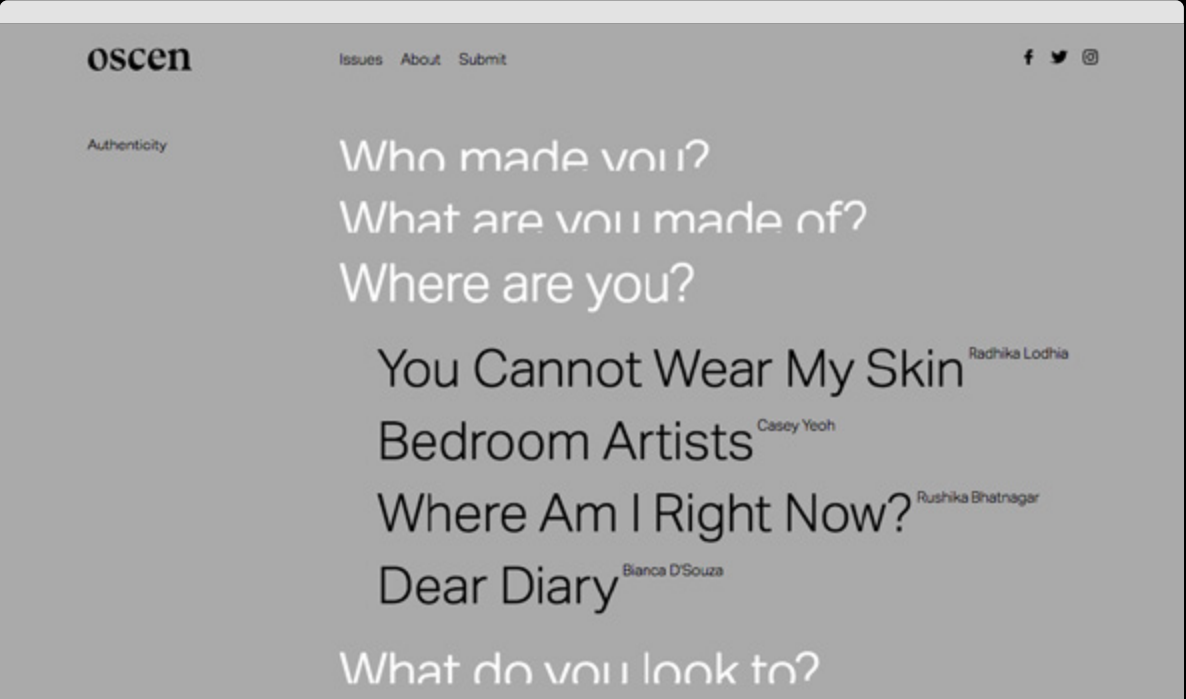
Oscen is a magazine focused on uplifting marginalised voices. It creates and curates thought-provoking content that opens up conversation in a time of noise, fakeness and antagonism.





The branding is inspired by the lo-fi aesthetic of zines produced through black and white photocopying, with colour only coming from the paperstock. This idea is carried through to the website, with each article having its own vibrant colour to convey the unique voice of the authors.

[Visit the website](#)





Thank you.

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