

VISUAL DESIGNER

MINTZU YU

Contact

mintzu.yu.design@gmail.com
+1 415 810 5308
www.mintzu-yu.design

Languages

English, Mandarin

Education

MFA, School of Graphic Design
Academy of Art University
San Francisco, CA
Aug 2019–Dec 2022

Software

Figma, Adobe Creative Suite
(Indesign, Illustrator, Photoshop,
Premiere, After Effects, XD)

Awards and Certifications

Winner in Editorial, Graphic Design
Creative Quarterly 76
Issued Jun 2024

Winner in Packaging, Graphic Design
Creative Quarterly 76
Issued Jun 2024

The Coveted Red Pencil Award
Academy of Art University
Issued Dec 2022

References

Furnished upon request.

Overview

Visual Designer with expertise in B2B SaaS, branding, and marketing design.
Experienced in **shaping and maintaining scalable brand visual systems, ensuring strong typography, layout, and visual consistency** across all customer-facing materials. Works cross-functionally to ensure a cohesive brand experience across multiple touchpoints in fast-paced, scaling environments.

Experience

Design Consultant
Glean / San Francisco, CA
October 2024–Present

- Design and deliver campaign creatives, banners, eBooks, slide decks, and exhibition booth materials for product launches.
- Ensure brand consistency across marketing materials, collaborating with brand designers, product and marketing teams, and engineers.
- Create data-driven visual narratives that simplified complex AI and SaaS concepts.
- Thrive in a fast-paced, scaling environment, adapting to evolving brand needs.

Design Consultant
Productboard / San Francisco, CA
January 2024–November 2024

- Redesigned website, icons, and UI components, improving brand consistency.
- Designed eBooks and illustrations, elevating storytelling for marketing and sales.
- Produced high-impact visuals for the AI 2.0 product launch.

Designer
Lob / San Francisco, CA
April 2023–January 2024

- Developed brand assets, marketing visuals, and websites for a B2B SaaS audience.
- Maintained brand guidelines across multiple projects, ensuring visual cohesion.
- Delivered high-quality design assets in a fast-moving, iterative environment.

Brand Designer
Digital Habitat(Marketing Agency) / Vancouver, British Columbia, Canada
Jan 2023–Sep 2023

- Designed brand logos and visual systems for clients, ensuring alignment with brand mission and target audience.
- Worked closely with brand strategists and cross-functional teams to execute branding across digital, social, and print platforms.
- Developed brand identities that maintained consistency across all touchpoints while adapting to diverse industry needs.