

# VISUAL DESIGNER

## MINTZU YU

### Contact

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www.mintzu-yu.design

### Languages

English, Mandarin

### Software

Indesign, Illustrator, Photoshop,  
Premiere, After Effects, XD, Figma,  
Asana, Slack, Google Workspace,  
Microsoft Office

### Awards and Certifications

*The Coveted Red Pencil Award*  
Academy of Art University  
Issued Dec 2022, No expiration date

*Head Start Volunteer Award*  
Kai Ming Head Start  
Issued Nov 2019, No expiration date

*Training Development Manager*  
The Chinese Human Resource  
Management Association (CHRMA)  
Issued Jan 2014, No expiration date

### References

Furnished upon request.

### Objective

Seeking a Visual Designer position to leverage my passion for creative problem-solving and branding, aiming to enhance product engagement and recognition through strategic design.

### Education

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

### Experience

*Visual Designer (Consultant)*  
Productboard / San Francisco, CA  
January 2024–Present

- Redesign website pages, unique icons, and website sections, enhancing user interface that improved navigation and overall aesthetic appeal. Adhere to brand visual guidelines to ensure consistency across platforms.
- Design engaging e-books by mastering layout, typography, and illustrations.
- Create compelling slide deck designs for corporate presentations, enhancing communication effectiveness with stakeholders.

*Visual Designer (Freelance)*  
Lob / San Francisco, CA  
April 2023–January 2024

- Conceptualized and executed brand materials and website designs adhering to brand guidelines, significantly enhancing brand consistency and recognition.
- Managed and executed multiple design projects, including website, slide deck presentations, and webinar campaigns, demonstrating exceptional project management and organizational skills.
- Collaborated with cross-functional teams to refresh website assets monthly, keeping the brand's online presence vibrant and engaging.

*Visual Designer (Full-time)*  
Hauslane / South San Francisco, CA  
August 2023–Present

- Initiated and managed the production of marketing videos by liaising with agencies and studios, enhancing brand engagement and consumer trust.
- Led the design of monthly campaign creatives for platforms such as Meta, Instagram and Google Pmax, including static and video ads and banners.

*Marketing Specialist (Contract)*  
Calyx / Berkeley, CA  
Dec 2021–Feb 2022

- Designed campaigns and website for an international expo, targeting specific audience segments to maximize engagement and reach.