

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),
Microsoft Office, Google Workspace

Overview

Experienced graphic designer specializing in **branding**, high-impact **presentations**, and **digital storytelling** for **executive audiences** and complex technical topics. Adept at transforming abstract **AI and product concepts** into clear, engaging visuals through work with **Glean, Productboard, and Lob**. Skilled in collaborating with senior leaders, product teams, and consultants on leadership development initiatives and large-scale events. Committed to **design excellence, brand consistency**, and rapidly delivering **polished visuals in fast-paced environments**.

Experience

Designer

Glean / San Francisco, CA

August 2024–Present

- Design **keynote presentation decks for Glean Go 2025**, internal all-hands, sales pitches, and product upgrade announcements, effectively communicating **Glean's AI solutions** to prospective clients and partners.
- Create **infographics and charts** that visualize Glean's proprietary **AI model and agent system**, translating technical input from product teams into **clear visual stories**.
- Develop **ebooks, whitepapers, banners** and supporting graphics aligned with **brand guidelines**, ensuring **visual consistency** across campaigns and educational content.
- Collaborate with **marketing, product, and executive teams** to iterate quickly and deliver **polished presentations** that meet urgent and evolving needs.
- Produce a narrative-style **motion graphics video** that visually explained Glean's value proposition in a storytelling format.

Visual Designer (Contract)

Productboard / San Francisco, CA

January 2024–November 2024

- Designed **eBooks and marketing visuals** that explained Productboard's workflows and AI features, supporting stakeholder education and product adoption.
- Created **visual templates** for eBook layout structure to ensure brand consistency across future long-form marketing content.
- Produced **promotional visuals and website assets** used in digital campaigns, enhancing engagement with product resources.

Designer

Lob / San Francisco, CA

April 2023–January 2024

- Designed **presentation materials and print-ready assets** for Lob's **customer-facing demos and sales collateral**, ensuring clear communication of product capabilities.
- Produced **infographics, illustrations, and branded layouts** that communicated Lob's direct mail solutions to B2B audiences.
- Adapted campaign visuals into multiple formats (**paid ads, landing pages, event banners**), maintaining **brand consistency** across digital and print touchpoints.

VISUAL DESIGNER

MINTZU YU

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

Training Development Manager
The Chinese Human Resource
Management Association (CHRNA)
Issued Jan 2014

References

Furnished upon request.

Experience

Brand & Marketing Supervisor

Grand Pacific Management, Intl.(GPM台灣松諠企管), **Taipei, Taiwan**
Oct 2013–June 2019

- Curated and organized the company's **annual gala**, a **high-profile private business networking** event attended by top executives from **Taiwan's Top 100 corporations**, positioning the brand as a leader in executive engagement.
- Collaborated with consultants and program managers in **Taiwan and China** to support **talent development and succession planning** projects for corporate clients, ensuring effective training and leadership development.
- Created **visual design for MAP and RiTE talent assessment tools**, ensuring clarity and a consistent visual identity that continues to support recruitment and management training programs.
- Managed **media relations and press outreach**, helping position executives as thought leaders at regional management forums and conferences.
- Developed annual marketing strategies and executed online and offline marketing campaigns that increased brand awareness and sales.
- Developed and executed successful B2B and B2C marketing strategies that increased brand awareness, engagement, and sales, contributing to the achievement of business goals.
- Worked with consultants, coordinated and delivered over 500 internal training programs for corporates in Taiwan, developing more than 7,000 talents at the management level.