

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,
Google Workspace, Microsoft Office

Awards and Certifications

The Coveted Red Pencil Award Thinger
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 design position where I can contribute my marketing experience and design skills to deliver high-quality work as part of a dynamic creative team.

Education

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

BA, Plant Pathology / Phytopathology
National Chung Hsing University
Taichung, Taiwan
Sep 2009–Jun 2013

Experience

Visual Designer
Freelance / San Francisco, CA
Sep 2019–Present

- Collaborate with design studios and individual clients to develop UI/UX, branding, motion graphics, social media campaigns, and event designs.
- Deliver creative solutions that effectively communicate clients' vision and brand identity.
- Manage projects from ideation to completion, ensuring quality and timely delivery.

Marketing Specialist
Calyx / Berkeley, CA
Dec 2021–Feb 2022

- Designed online marketing campaigns, including social media content, newsletters, and website for the exhibition at the International Production & Processing Expo 2022.
- Collaborated with cross-functional teams to develop and execute marketing strategies.
- Analyzed campaign performance and made data-driven decisions to optimize results.

Social Media Marketing
Asian World Film Festival / Los Angeles, CA
Jul 2021–Jan 2022

- Identified trends in the film industry and designed newsletter and social media content across multiple platforms that achieved an average 20% conversion rate.

Marketing Supervisor
Grand Pacific Management Intl. / Taipei, Taiwan
Oct 2013–Jun 2019

- Developed annual marketing strategies and executed online and offline marketing campaigns that increased brand awareness and sales.
- Managed and designed the main visual of the online talent assessment (RiTÉ, Right-in-Talent Evaluation) used by the top 100 companies in Taiwan.
- Maintained the visual aesthetic and quality of products, services, and product lines in line with brand guidelines.
- Designed and delivered over 500 internal training programs for corporates in Taiwan, developing more than 7,000 talents at the management level.