

VISUAL DESIGNER

MINTZU YU

Contact

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Languages

English, Mandarin

Awards and Certifications

Award for Design Excellence
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

I am seeking a design position in which I can contribute my design skills and marketing experience to a 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
Collaborated with design studios, engineers, and marketing team and developed UI/UX, branding, motion graphics, and event design for clients in Taipei and California that aligns with their product strategy and business goals.

Marketing Specialist
Calyx / Berkeley, CA
Dec 2021–Feb 2022
Designed online marketing campaigns, including social media content, newsletters, and website for their exhibition at the International Production & Processing Expo.

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 accomplished an average 20% conversion rate.

Marketing Supervisor / Product Manager
Grand Pacific Management Intl. / Taipei, Taiwan
Oct 2013–Jun 2019
Developed annual marketing strategies and online and offline marketing campaigns that increased brand awareness and sales; the number of clients has grown by 50%. Established over 500 internal training for corporates in Taiwan by designing the curriculum based on business goals and developed more than 7,000 talents at the management level.

Software

Adobe Indesign, Illustrator, Photoshop, Premiere, After Effects,
XD, Figma, Google Apps, Microsoft Office