

JULIAN ZHU

Visual Designer

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SUMMARY

- 8+ years of experience crafting impactful designs across web and mobile platforms.
- Strong background in art direction, UI/UX design, and brand identity.
- Passionate on designing engaging visual experiences that balance aesthetics and functionality.

EXPERIENCE

- Product Designer** RRRcomputer | San Francisco, CA 2020 - Present
- Led the redesign of the donation platform and student application system for web and mobile.
 - Defined and managed the visual design direction, creating style guides and assets for developers.
 - Collaborated with key stakeholders to align business goals with user needs.
- Visual Designer** Freelance | San Francisco Bay Area 2019 - 2020
- Designed UI/UX and visual experiences for clients across industries, including Filmpower, Create & Learn, and Digital4me.
 - Created high-fidelity mockups, wireframes, and prototypes for mobile apps and web experiences.
 - Worked closely with clients to develop brand identities and responsive websites.
- Product Designer** WorkBook | San Francisco, CA 2017 - 2018
- Designed UI/UX and built a design system for a new dashboard application.
 - Created a style guide and worked closely with the founder on early-stage concept exploration.
- Art Director** AMF Pharma | Los Angeles, CA 2015 - 2016
- Developed the company's responsive website, interactive storytelling, and brand identity.
 - Managed the entire design process from art direction to visual and user experience design.
- Visual Designer** Razorfish | San Francisco, CA 2014 - 2015
- Created visual assets, wireframes, mockups, and prototypes for clients such as KIA and USANA.
 - Collaborated closely with project managers and developers to ensure timely feedback and design consistency.

SKILLS

DESIGN

UI/UX Design
Art Direction
Brand Identity
Interaction Design

SOFTWARE

Figma
Photoshop
Illustrator
After Effects
3D-MAX

CODING

HTML5
CSS
JavaScript
JQuery

EDUCATION

- International Technological University MBA (18 Credit Completed) 2019 - 2020
- Academy of Art University MFA in Web Design & New Media 2010 - 2013
- Shanghai Film Art Academy BA in Exhibition Design & Management 2006 - 2009