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Genie Wu
Graphic Designer

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Education

09.2021-12.2025 ArtCenter College of Design Pasadena, CA	Bachelor of Fine Arts in Graphic Design with Honors
01.2025-04.2025 Google Sponsored Studio Course Pasadena, CA	Collaborated with a cross-functional team of design and industrial design students to develop AI-driven tools supporting adaptive and scalable Google packaging design systems.

Experience

05.2025-09.2025 Marcom Design Intern Apple Inc. Sunnyvale, CA	Worked with Marcom's identity team to develop product launch, event identity, and visual assets for brand design and communication.
01.2024-01.2025 Editor <i>Source Material</i> Student-Led Publication Pasadena, CA	Collaborated with a multidisciplinary student team on editorial design, publication layout, workshops, and promotional activities, launch parties for the ArtCenter community.
05.2024-08.2024 Design Intern, Branding 2 x 4 New York, NY	Worked with creative directors and designers on brand-driven experiences for clients including Chanel, Miu Miu and Shinsegae Namsan.
06.2023-08.2023 Graphic Design Intern JOEFANGSTUDIO Taipei, Taiwan	Supported creative team with research, concept ideation, and digital production, contributing to projects such as the launch identity for a upcoming museum in Taichung, Taiwan.
01.2023-04.2023 Teaching Assistant ArtCenter College of Design Pasadena, CA	Assisted professor Scarlit Bloome with critiques, facilitated assignments, and supported students in design development for her Typography 1 class.
12.2020-05.2021 Design Intern Decodisplay Corp. Taipei, Taiwan	Developed graphic concepts, contributed to event branding, and collaborated with Taiwanese food influencers on social media.

Skills

Proficient in:	InDesign, Illustrator, Photoshop, After Effects, Lightroom, Keynote, Pages, Figma, Glyphs, Acrobat, MadMapper
Familiar with:	KeyShot, SolidWorks, Cinema 4D, p5.js
Languages:	Chinese (native), English (fluent)

Recognition

Form Revival: When Canvas Meets Code
(Brand Identity)
Communication Arts, Typography Annual 2026, Winner
ArtCenter Student Gallery Exhibitions, 2025

It's Nice That
Ones to Watch 2025 Showcase

Fashion Research Library
(Brand Identity)
Young Ones TDC 2025, Communication
Design / UI / UX / Websites, Winner
Young Ones ADC 2025, Interactive / Website, Merit
Graphis New Talent Awards 2025, Silver Award
Communication Arts, Design 2025, Shortlist

The Frick Collection
(Brand Identity)
Graphis New Talent Awards 2025, Gold Award
ArtCenter Student Gallery Exhibitions, 2025

Food for Thought: Delicacies & Debates
(Editorial Design)
Graphis New Talent Awards 2025, Gold Award
ArtCenter Student Gallery Exhibitions, 2024

JoyFull!
(Packaging Design, Brand Identity)
Young Ones ADC 2024, Packaging Design, Merit
Dieline Concept Award 2024, 1st Place, Gold Award
Graphis New Talent Awards 2024, Silver Award
ArtCenter Student Gallery Exhibitions, 2024

InnerCity Arts
(Brand Identity)
Graphis New Talent Awards 2024, Gold Award
ArtCenter Student Gallery Exhibitions, 2023

Scholarships

01.2022-12.2025
Kenneth R. Deardoff Endowed Scholarship
Samsung Endowed Scholarship
Siras Greiner Memorial Endowed Scholarship
ArtCenter General Endowed Scholarship