

MAGGIE WU

Graphic Designer · Illustrator

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Education

Sep 2024–Present

ArtCenter College of Design

Pasadena, CA

Candidate for a Master of Fine Arts
in Graphic Design

Specialization in Branding, Exhibition,
and Information Design

Dodumentarian for Pacific Rim 18 Program

Sep 2019–Apr 2023

ArtCenter College of Design

Pasadena, CA

Bachelor of Fine Arts in Illustration
Graduate with Distinction

Award and Exhibition

Mar 2024–Apr 2024

Heritage and New Voice

Shanghai, China

The Artistic Pulse of the New Generation
Group Exhibition

Siesta Rosa

Communication Arts 2023 Illustration, Shortlist
The Society of Illustrators 2023, Student Scholarship
London International Creative Competition 2023
Creative Shortlist in Create (Art)
Graphis New Talent 2023, Honorable Mention

The Metamorphosis

Communication Arts 2023 Illustration, Shortlist
Graphis New Talent 2023, Silver Award Winner

Shell Telescope

London International Creative Competition 2023,
Finalist in Create (Art)

Stutterfly

Graphis New Talent 2023, Honorable Mention

Where Are You Dear Crab

Graphis New Talent 2023, Honorable Mention

Jul 2021

OMNI Art Expo 2021

Shanghai, China

Global Young Artists Joint Exhibition

Expertise

Strong working knowledge of:

Photoshop, Illustrator, InDesign, Figma, Procreate

Familiar with:

After Effects, Acrobat, MadMapper, Keynote, Miro, Basecamp, Notion, p5.js,
Perplexity, ChatGPT, and Cinema 4D

Skills

Brand identity, packaging design, spatial graphics, creative coding, motion
graphics, bookbinding, printmaking, information design, and illustration

Languages

Mandarin (Native), English (Fluent)

Experience

May 2020–Present

Freelance Designer and Illustrator

Illustrated research figures and designed journal covers for the Neuroscience
Project Team at the Chinese Academy of Sciences. Produced IP patterns and
packaging design for the Cherry Blossom Festival at Gucun Park in Shanghai.
Designed packaging, greeting cards and holiday posters to support independent
fashion brand Tiroit's seasonal retail market campaigns.

May 2024–Aug 2024

Visual Design Intern

SAIC Motor Shanghai Industrial Museum, Planning Department

Shanghai, China

Assisted with research and proposal work across multiple museum projects.
Designed and produced IP related visual materials for the new Future Automotive
Industry Pavilion.

Dec 2023–Mar 2024

Graphic Design Intern

Ogilvy Shanghai, Creative Department

Shanghai, China

Supported creative proposals and concept development for advertising projects.
Designed co-branded packaging for KFC × Ultraman Zero new product series.
Produced motion graphic elements for short-form advertising videos. Illustrated
storyboards for a 2025 New Year "God of Wealth" campaign.

May 2021–Aug 2021

Illustration and Graphic Design Intern

Aolab International Design Studio

Shanghai, China

Designed packaging illustrations for Unilever's EB39 men's skincare line in
collaboration with the art director and design team. Created event T-shirt
graphics for Nike's Collaborative Workshop in Shanghai. Illustrated a mural for
Common Rare Creative Market to support brand activation. Coordinated and
installed works from fifty artists for OMNI exhibition.

Mar 2021–May 2021

Visual Design Intern

Bilibili Inc.

Shanghai, China

Made banners and comic covers for the new website page. Created posters
for advertisements through Discord and Twitter communities. Illustrated the
packaging box for the gift shop on the official app for future distribution.