



Jen (Geyuzhen) Zhu

Graphic Designer

She/Her

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EDUCATION

09.2023–Present

ArtCenter College of Design

Pasadena, CA

Candidate for a Master of Fine Arts in Graphic Design

05.2024–08.2024

ArtCenter Berlin Study Abroad

Berlin, Germany

06.2024

ArtCenter College of Design x VisitBerlin

The team won the “DesignStorm” program in collaboration with VisitBerlin for the creation of an innovative website concept.

09.2019–05.2023

Maryland Institute College of Art

Baltimore, MD

Bachelor of Fine Arts in Graphic Design

09.2020–01.2021

East China Normal University

Shanghai, China

EXPERTISE

Strong working knowledge of:

Illustrator, InDesign, Photoshop, After Effects, Midjourney, Blender, Keynote, Cargo

Familiar with:

Glyphs, Cinema 4D, Webflow, MadMapper, Basecamp

Skills

Brand Identity, Packaging Design, Visual Storytelling, Typography, Motion Design, Book Design, UI/UX design

Languages

Native in Mandarin, Fluent in English, A1 level in German

RECOGNITION

09.2019–05.2023

Maryland Institute College of Art Scholarship

Dean's List

09.2023–Present

ArtCenter College of Design Merit Scholarship

01.2025–Present

ArtCenter Student Gallery

Elevia Chocolate tales

YUAN Baijiu Cocktails

EXPERIENCE

12.2023–01.2024

Freelance Logo Designer

Yiguo Snack Bars

Jinhua, China

Designed the logo and visual identity for Yiguo, a local snack bar. During this assignment, I worked closely with the client to capture the essence of their brand and reflect their focus on fresh, natural products. The resulting logo is versatile and used on packaging, signage and digital media.

05.2023–08.2023

Graphic Design Intern

Tongfeng Arts and Crafts Company

Hangzhou, China

Developed and edited visual assets using Adobe Illustrator and Photoshop. Collaborated with clients to define project requirements, establish project scope, and manage deadlines. Assisted in the creation of marketing materials and brand collateral, ensuring alignment with client feedback.

05.2022–08.2022

Branding Design Intern

Chunhua Bakery

Hangzhou, China

Created digital image files for both digital and traditional print media. Designed layouts using Adobe Illustrator and InDesign, including final production such as font selection and image resizing. Liaised with clients to gather feedback and make necessary design adjustments.

08.2021–11.2021

Freelance Poster Designer

Henan Provincial Sports Bureau

Zhengzhou, China

Designed promotional posters using Adobe Illustrator and Photoshop. Collaborated closely with clients to define project goals. Managed client feedback and integrated revisions to ensure project success.

03.2020–10.2020

Freelance Illustrator

Multiple Clients

China

Created over 100 illustrations for various clients, including animation content for video creators on social media platforms. Developed detailed storyboards and animated visuals for content creators, enhancing their storytelling and engagement with audiences. Provided customized illustrations for branding, marketing, and personal projects.