

Xinyi Lou

Graphic Designer

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WEBSITE xinyiloua.com

EDUCATION

Savannah College of Art and Design, Savannah, GA

Master of Fine Arts (MFA) in Graphic Design and Visual Experience (GDVX) | 2022 - 2024

Shanghai Conservatory of Music, China

Bachelor of Fine Arts (BFA) in Multimedia Art Design | 2014 - 2018

PROFESSIONAL EXPERIENCE

VOSS Mineral Water | Shanghai, China

Internship | Graphic Designer | 04/2024 - 06/2024

- Independently managed design for a Voss Water event in Shanghai attended by representatives from the Norwegian Embassy and Chinese media.
- Created key visual posters, invitations, exhibition renderings, and menus, providing comprehensive graphic design support.

Savannah College of Art and Design, Savannah, GA

Internship | Teaching Assistant | 03/2024 - 05/2024

- Assisted in Typography I: Anatomy, Form, and Space, helping students explore typographic fundamentals and their applications.

Shanghai Painting Baby Studio, Shanghai, China

Visual Designer / Video Editor / Painting Instructor | 2020 - 2021

- Designed graphics for publicity and events, enhancing studio appeal with child-friendly visual elements.
- Provided video editing services for lessons and taught parents painting skills during class sessions.

Shanghai Zhaoyi Trading, Shanghai, China

Graphic Designer | 2019 - 2020

- Designed advertising, packaging and promotional materials for Milk Tea brands, contributing to increased sales and brand visibility.
- Developed partner event materials, enhancing brand partnerships.

Pharmaceutical Company, Shanghai, China

Freelance Graphic Designer | 2017 - 2020

- Created packaging designs for pharmaceuticals, medical devices, or other healthcare products.
- Designed information charts and graphics to explain aspects of diseases, treatment methods, or drug mechanisms.
- Developed materials such as advertisements, brochures, posters, etc., for medical conferences, hospitals, or healthcare institutions to promote company products and services.
- Created images, animations, or other multimedia content for online and digital media platforms.

Shanghai Jiuyi Network Technology, Shanghai, China

Graphic Designer / Video Editor | 2018 - 2019

- Created promotional materials and digital content for international student recruitment and housing promotion, including brochures, posters, and leaflets.
- Developed online ads, social media images, and animations to boost the institution's global visibility and highlight student living experiences.
- Designed assets for social media, showcasing properties, lifestyle experiences, and special events.

SKILLS

Graphic Design: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Acrobat Pro, Figma, Microsoft Office (Word, Excel, PowerPoint, Keynote)

Animation Special Effects: Adobe After Effects, Adobe Premiere Pro, Cinema 4D, Maya