



JENNY XU

Graphic Designer

ABOUT

Meet Jenny, an enthusiastic visual designer with expertise in **color theory, layout design, typography, iconography, branding, UX/UI and illustration**. Her versatility shines through her ability to adapt to diverse design challenges. What sets her apart is her empathetic approach, ensuring designs resonate with people on a meaningful level.

EXPERIENCE

FEB 2022 – Current | Seattle, WA

GRAPHIC DESIGNER, ZGF ARCHITECTS

- Create visually appealing marketing collateral, digital media, and corporate identity materials in alignment with brand guidelines.
- Develop infographics, social media visuals, presentations, and templates. Ensure content effectively communicates the firm's message and capabilities.
- Contribute to visioning, design, and artwork for environmental graphics programs, enhancing consumer experience in physical spaces.
- Collaborate on Company PR initiatives, encompassing tasks such as crafting award submissions and liaising with the media for news-related endeavors.
- Conduct project management, maintain design quality, offer creative input, and collaborate closely while staying updated on design trends and tools.

MAY 2021 – SEP 2021 | Natick, MA

VISUAL DESIGNER INTERN, MATHWORKS

- Led MatLab & Simulink toolkit design, covering logos, certificates, posters, and brochures.
- Managed digital signage templates, gaining C-level approval for campus-wide deployment.
- Oversaw Pi Bar cafe rebranding with logos and interior wall graphics.
- Collaborated on UX story page and assets for global recruitment campaign.
- Created unified video thumbnail style and templates, offering varied layouts.
- Supported international partners with ad images and Minidrone Competition templates.
- Designed MatLab diagram flowcharts for educational training.
- Researched and documented brand guidelines and logos for business partners.

EDUCATION

Academy of Art University

Master of Arts in Graphic Design & Digital Media

University of North Carolina

Bachelor of Science in Finance

LANGUAGE

English Primary fluency

Mandarin bilingual proficiency

CONTACT

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PORTFOLIO

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