

# Tina Zhou



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## Experience

### Junior Designer

#### Book of the Month

FEB 2020 – PRESENT | NEW YORK, NY

- Create visual assets, including display ads, marketing emails, and social media assets.
- Assist the Creative team on special projects, photo shoot production, vendor management, design review prep, and other administrative duties.
- Work closely with marketers to optimize creative performance.

### VP of Public Relations & Marketing

#### Class Activities Board | New York University

SEPT 2018 – PRESENT | NEW YORK, NY

- Organize monthly university-wide events for 6,000+ students.
- Design marketing/publicity materials including posters, business cards, stickers etc.
- Establish branding by designing according to templates and style guidelines.
- Coordinate class-wide communication by drafting biweekly newsletters on MailChimp.
- Manage Facebook and Instagram platforms to promote events and generate publicity.

### Design Intern

#### ClassPass

SEPT 2019 – NOV 2019 | NEW YORK, NY

- Developed visual assets for the brand across all channels, from digital product to print.
- Collaborated closely with the Creative team and Marketing Teams to create content for social media.

### Graphic Designer

#### Center for Student Life | New York University

FEB 2019 – SEPT 2019 | NEW YORK, NY

- Established branding and design guidelines for Welcome Week which attracts 6,500+ incoming first year and transfer students every year.
- Designed themes and marketing graphics for Senior Week, a week of marquee events to celebrate the graduating senior class.

## Education

### New York University

#### Steinhardt School of Culture, Education, and Human Development

MAY 2020

- Major: Studio art
- Minor: Web Programming & Applications
- GPA: 3.9

## Tools

Illustrator  
Photoshop  
InDesign  
Dreamweaver  
XD  
After Effects  
Sketch  
InVision

## Languages

English  
Mandarin  
Cantonese