

Stella Fu

VISUAL DESIGNER

I'm a Graphic Designer with 3 years of working experience based in the San Francisco Bay Area, with a strong interest and passion in interface and experience design.

I believe that having just the essentials is better than having countless unnecessary elements. Simplicity is the important thing for a designer in communicating with others because the design is about solving problems, not making them.

Baytech Digital

- Leading the design team to participate in design strategy and planning in the early stages of program development.
- Work on enhancing projects with visual and interactive design, while maintaining a consistent brand identity. Review design creative from team members.
- Redesigned the official website of the company.
- Did user research, data study and team discussions with CEO to identify&solve problems. Designed&Validated workflows and UI through iterations.
- Work closely with the CEO to design promotional and advertising content for the business, including promotional flyers, website interfaces, course intro material, banners, coloring pages, and handouts.
- Upgrade site content and graphics, monitor performance and results, identify and evaluate improvement options, introduce creative solutions to meet brand guidelines.

Baytech Digital

- Collaborated with UX Director, Program, Development Managers, and other UIUX Designers to successfully complete designs.
- Accelerated design execution by integrating feedback mechanisms, defining the best design principles, and creating a visual library.
- Organized design assets into an elegant layout to show on the website.

World Journal

- Collaborated with the creative director on various projects. In addition, I worked in graphic design, print production, and brand strategy and development.
- Learned the ins and outs of working professionally with clients and in a fast-paced environment with deadlines.

Cloud Graphic

- Work with the design manager to refine branding and website content, layout, and interfaces based on the new branding.
- Collaborated with the marketing team and designed identification systems, advertisements, and promo materials.

Academy of Art University

Learn type form, type composition, the layout of the poster, book, and website, visual identity.

Wuhan University

Graphic composition, poster design, book layout design, brand packaging design, design software including Photoshop, Illustrator, CorelDraw, and InDesign.

METHODOLOGIES

Brainstorming, Competitive Analysis, Market Researching;

Moodboard, Branding Design, Logo Design, Visual Identity, Typography;

Video Editing.

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San Francisco Bay Area

EXPERIENCE

Visual Designer

— 2020.03 - Present
California, USA

Visual Design Intern

— 2019.09 - 2020.01
California, USA

Visual Design Intern

— 2019.05 - 2019.08
California, USA

Graphic Design Intern

— 2018.12 - 2019.03
California, USA

EDUCATION

GRAPHIC DESIGN&NEW MEDIA | M.A.

— 2017 - 2019

GRAPHIC DESIGN| B.F.A.

— 2017 - 2019

SKILLS

<div></div>	FIGMA
<div></div>	ADOBE
<div></div>	AXURE
<div></div>	CORELDRAW