

OLIVIA HU

Graphic Designer

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Hi there, I'm Olivia! I am a recent graduate from Parsons School of Design with a BFA in Communication Design. I do graphic design, branding, website design, and illustration. I love creating impactful experiences through design and interaction.

SKILLS

Illustrator	Typography
Photoshop	Website Design
InDesign	Motion Graphics
After Effects	Visual Branding
Premiere Pro	Illustration
Figma	Photography
Social Media	Photo Retouching
HTML & CSS	Adaptive
Video Editing	Organized
Print Media	Collaborative

LANGUAGES

English	●●●●●●●●
Mandarin	●●●●●●○○
Spanish	●●○○○○○○

INTERESTS

Dancing
Film
Reading
Beach
Food

EDUCATION

Parsons School of Design, The New School 2020–2024
Communication Design BFA (GPA: 3.9)

Wix Playground Academy June 2023
Selected as 1 of 20 participants out of 500+ candidates for Wix Playground Academy's rigorous 1-month program on web and experimental design. Actively participated in four 1-week workshops covering Creative Code, Projection Mapping, Photography & Art Direction, and Web Design. Designed, coded, animated, and produced four impactful personal projects.

CS50: Introduction to Computer Science June 2020–Aug 2020
Harvard edX Online Course

EXPERIENCE

300 Elektra Entertainment(WMG) | Creative Intern Summer 2023 & Spring 2024
Created animations and static assets for artists' music and the company's brand presence on social media. Designed album covers, logos, and merch designs both for individual artists and the company itself. Assisted in event photography and actively capturing moments for the company. Worked with a team to develop different marketing activations curated towards colleges for developing artists like A.R. The Mermaid, Hunxho, Lil Jairmy, Chikoruss, and Kenya Vaun.

Atlantic Records(WMG) | Interactive Design Intern Sep–Nov 2023
Designed artist websites while maintaining open communication with the marketing team. Produced and illustrated dynamic/static assets for company and artist social media, including the creation of TikTok, Snapchat, and Instagram filters. Collaborated with a team to implement diverse marketing activations targeting artist and fan interaction within the Discord platform for The Marias.

Yeh IDEology | Graphic Designer May 2022–May 2023
Developed brand identity by creating layout, information structure, animations, typography, and colors of Yeh IDEology's Thrive By Design website. Created and executed promotional motion graphics and writing for monthly newsletters. Assisted in designing covers for Yeh IDEology's Designing Futures Podcast.

Embolden Yourself Jewelry | Creative June 2020–Aug 2022
Created visual identity and curated art direction of brand. Designed logo, wordmark, and packaging. Designed the user experience and composition of e-commerce website. Made moodboards for photographing products which developed social media presence and brand identity.