

# Olivia Hu

Graphic Designer

www.imoliviahu.com  
oliviahu26@gmail.com  
@ohu\_design

Olivia Hu is a multidisciplinary designer with a BFA in Communication Design from Parsons School of Design, specializing in visual branding, web design, and motion graphics. She brings a strong creative focus to projects in the music and beauty industries

## Skills

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

## Languages

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

## Interests

Street dance  
R&B music  
Film studies  
Reading comics  
Beach activities  
Asian food

## Education

*Parsons School of Design, The New School*  
Communication Design BFA (GPA: 3.9)

2020-2024

*Wix Playground Academy*

June 2023

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

## Experience

*Packaging Designer | Enchanté Accessories*

January 2025- Present

- Created primary and secondary packaging for bath, beauty, and wellness products for major retailers such as TJ Maxx, Ross, and Burlington while maintaining and elevating brand identities.
- Worked closely with project managers, coordinators, and art director to bring projects from concept to completion and meeting client objectives
- Produced realistic vector drawings and renderings of various products for approval
- Prepared files and create dielines for printing and production.

*Freelance Graphic Designer*

May 2024-Present

- Designed promotional posters and social media graphics/videos for music labels' events during New York Fashion Week. Crafted distinctive logos for rising music artists, reflecting their unique styles and branding.
- Revamped user experience and interface for websites of small businesses
- Developed visual brand identities for emerging startups, aligning with their vision and goals

*Creative Intern | 300 Entertainment*

Summer 2023 & Spring 2024

- Created static/animated assets for artists & music label on social media
- Designed album covers, logos, & merch graphics for individual artists & in-house music label events
- Assisted in event photography and videography at in-house music label events
- Collaborated w/ team to develop marketing activations at colleges for upcoming artists like AR The Mermaid, Hunxho, Lil Jairmy, Chikoruss, & Kenya Vaun

*Interactive Design Intern | Atlantic Records*

Sep 2023-Nov 2023

- Designed artist websites while communicating with marketing team.
- Produced and illustrated dynamic/static assets for label and artist social media(TikTok, Snapchat, and Instagram filters)
- Collaborated with team to implement diverse marketing activations targeting artist and fan interaction within the Discord platform for The Marias.

*Graphic Designer | Yeh IDEology*

May 2022-May 2023

- Redesigned brand identity and user experience of website for Thrive By Design, Yeh IDEology's partner business
- Created digital assets for social media and websites
- Writing/formatting monthly newsletters using CRM tools like MailChimp
- Assisted in creating graphics for Yeh IDEology's podcast