ZHIJIE CHEN

BASIC INFORMATION

Experience：Eight-year studies in 3D and graphic design
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PORTFOLIO WEBSITE

https://zhijiec.com/

CAREER OBJECTIVES

- Looking for job opportunities in graphic design, includes branding and corporate identity, art direction, visual communication, UIUX design, publication design, packaging design

EDUCATION

B.L.A Landscape Architecture in Pennsylvania State University	*08/2019 - 12/2020*
B.F.A Design in Roski School of Visual Art and Design, University of Southern California	*08/2021 - 05/2024*
M.A Media Arts in School of Cinematic Arts, University of Southern California	*08/2024 - 05/2026*

ACHIEVEMENTS

Honors	- Fall 2019 Dean's List, PSU - Spring 2020 Dean's List, PSU - First place in 2020's Skill Lab, Larch Studio, PSU
Presentations/Exhibitions	- The Eco-Friendly Bike Table Exhibition in 2020, instructed by architect Li Fu, UV Architecture - Group-designed a sustainable event planning system addressing the issue of material waste for USC's Roski School of Art and Design, selected by the school for implementation in Fall 2024
Awards	Awarded the Hollywood Foreign Press Association International Student Support Fund by USC School of Cinematic Arts, early 2024

WORK EXPERIENCE

Graphic India - A global entertainment leader in Indian themed animation and film production
Visual design intern, *09/2024 - 12/2024 Hybrid in LA*

- Developed a brand guideline and brand identity system for Graphic India as intern's final pitch
- Interacted with Film/TV projects, screenings and emerge talents
- Worked on presentations and visual applications in marketing promotions

SWAPU.INC - App development featuring AI-powered pricing and trading capabilities
Graphic designer, *10/2023 - 05/2024 On-site in LA*

- Graphic design
- Visual assets for online marketing initiatives

NEED! - A host brand of large-scale vintage and trendy pop-up markets across China
Graphic design and branding intern, *06/2023 - 12/2023 Chengdu CN to LA*

- Branding design of need!trip series and the first need!trip event
- Animation invitations for Chengdu, Hangzhou, Beijing, Shanghai
- Writing and video shooting for digital social media
- Venue setup

The Urban Planning & Design Institute of Shenzhen
Graphic design and event planning assistant, *12/2022–01/2023 Shenzhen CN*

- Took part in the 9th Bi-City Biennale of Urbanism\Architecture (Shenzhen-Hong Kong)
- Strategy development on fostering sustainable ecosystems and driving urban transformation
- Supporting collaboration with cross-functional teams on design projects
- Provided visual expertise to enhance the communication and presentation of design outcomes

SKILLS

Softwares	• Proficient in Adobe Suite, including Photoshop, Illustrator, InDesign, Cinema 4D, and After Effects. Experienced with online design tools such as Procreate, Canva, Figma, Wix as well as digital modeling software including SketchUp, Rhino, and Maya.
Language	• Fluent in English and Mandarin, TOEFL score of 106, GRE score of 333.