

# ZHIJIE CHEN

## BASIC INFORMATION

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Portfolio: <https://zhijiec.com/>

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## CAREER OBJECTIVES

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

## EDUCATION

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*B.F.A Design* in Roski School of Visual Art and Design, University of Southern California

08/2021 - 05/2024

*M.A Interactive Media Arts* in School of Cinematic Arts, University of Southern California

08/2024 - 05/2026

## ACHIEVEMENTS

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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

Research Certifications

- Human Research (Social-Behavioral Human Subjects)
- Information Privacy Security (IPS) - Research HIPAA

## WORK EXPERIENCE

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**Visual design intern, 09/2024 - 12/2024 LA**

**Graphic India** - Entertainment leader company in Indian themed animation and film production

- 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

**Graphic design and branding intern, 06/2023 - 12/2023 Chengdu CN to LA**

**NEED!** - A host brand of large-scale vintage and trendy pop-up markets across China

- 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

**Graphic design and event planning assistant, 12/2022-01/2023 Shenzhen CN**

**The Urban Planning & Design Institute of Shenzhen**

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

## SKILLS

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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.

Social

- A highly energetic and outgoing personality, with an MBTI result of ENFJ