

Oliver Hu

Integrated Designer

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EDUCATION

Northeastern University · BS IN
BUSINESS ADMINISTRATION & DESIGN
2017 - 2021

- Dean's List
- Huntington 100 Nominee
- Relevant Coursework:
 - Identity and Brand Design
 - Graphic Design II
 - Typography II
 - Design Process Context & Systems
 - History of Graphic Design
 - 2D Fundamentals
 - Experience Design

SOFT SKILLS

- Brand & Identity Design
- Print Design & Layout
- Wireframing
- Prototyping
- UX Research
- Illustration
- Visual Design
- Project Management
- Usability Testing
- Multitasking

HARD SKILLS

- Figma
- HTML 5
- CSS 3
- Bootstrap 5
- JavaScript
- Illustrator
- InDesign
- Photoshop
- After Effects
- Wordpress Theme Development
- Wordpress CMS
- Microsoft Office Suite
- Asana

RELEVANT EXPERIENCE

Production Designer · NEW BALANCE

May 2024 - Present

I craft on-brand digital assets for global marketing campaigns, editing materials and providing recommendations to enhance quality. Collaborating with the copy team, I manage multiple projects under tight deadlines, reformat assets for web, social media, email, and other platforms, and deliver files efficiently to support quick access and team collaboration.

Website Designer · SHARON MUSIC ACADEMY

May 2022 - Jan 2023

Crafted and implemented the redesign of Sharon Music Academy's website. Beginning with a comprehensive design in Figma, translated concepts into WordPress, resulting in an elevated online presence, streamlined user experience, and a strengthened digital community.

Store Designer · PRESS IT JUICERY

May 2020 - Jan 2022

Overhauled the Shopify website, product offerings, and the brand guidelines. Crafted social media content to enhance brand engagement. Conceptualized and designed a food truck wrap, alongside a plethora of print collateral. Managed many aspects of the juicery, including employee scheduling, inventory, and juice production. Revitalized the business, propelling monthly sales from \$5,000 to \$40,000.

Graphic Design Intern · THE FANTASTICAL

May 2021 - Jan 2022

Led the transition of eBlast layout creation from InDesign to Figma, enhancing collaboration and workflow efficiency by using library components and styles. Worked on collateral for multiple accounts simultaneously while meeting tight deadlines. Created visually striking designs within guidelines.

Studio Designer · SCOUT STUDIO

Sep 2020 - Dec 2021

Worked on various projects, crafting brand guidelines, defining illustration styles, and designing websites. Collaborated with multiple teams of designers in an agile design environment to develop branding for student startup businesses. Collaborated closely with production teams to create captivating video and photo content.