

Oliver Hu

Integrated Designer

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EDUCATION

Northeastern University · BA 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

Graphic Designer · NEW BALANCE

May 2024 - July 2025

As part of the Global Creative Studio, I provided on-set art direction and contributed to the conceptual development of campaigns. I designed and produced assets for newbalance.com, social media, digital affiliates, and out-of-home placements, collaborating with cross-functional teams to meet stakeholder needs and adhere to brand guidelines. I also edited campaign imagery and presentation materials to elevate the visual impact.

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.

Graphic Designer & Store Manager · PRESS IT JUICERY

May 2020 - Jan 2022

Revitalized the business, propelling monthly sales from \$5,000 to \$40,000. 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.

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 established brand guidelines.

Studio Designer · SCOUT STUDIO

Sep 2020 - Dec 2021

Crafted brand guidelines, illustration styles, and website designs for diverse projects. Collaborated with a tight-knit design team in an agile setting to build brand identities for student startups, and supported production teams with video and photo content.