

APRIL SHEN

UI | Visual Designer
+1 415-909-0699
aprilshendesign@gmail.com
aprilshendesign.com

LANGUAGES

English, Mandarin

REFERENCES

Furnished upon request

OBJECTIVE

Creative individual with over 5 years of design experience and more than 15 years of art experience seeks the designer position to deliver memorable, effective, and meaningful work as part of a passionate company.

EDUCATION

Master of Fine Art, School of Graphic Design & Digital Media
Academy of Art University, San Francisco, CA 2016–2020

Bachelor of Fine Art, Chinese Landscape Ink Painting
China Academy of Art, Hangzhou, Zhejiang, China 2012–2016

EXPERIENCE

Senior Designer | 11/2021-Present

Public Rec, Chicago

Create innovative visual designs to communicate the value of company. Develop bold new, emerging designs, and enhance existing concepts. Apply creative thinking to a wide range of digital and physical projects, including digital media, website banner, print collateral, package, event signage, email, and more. Finding opportunities for efficiency and ensuring consistency in execution throughout.

Senior Graphic Designer | 07/2021-11/2021

Suntisfy, Irvine

Conducted exceptional proofreading to produce accurate and high-quality work. Generated concepts and followed through to production. Designed everything from billboards to social media, web ads, magazine ads, package, print collateral, brochures, web design, special projects and more. Refined conceptual designs, executed layout, color selection and/or illustrations for marketing collateral and other design projects.

Graphic Designer Contract | 04/2021-07/2021

AnteAge, Irvine

Launched print/digital content, flyers, and banners for company's public events. Analyzed Instagram marketing campaign by establishing branded posts. Create tons of scientific icons/vectors for business use.

UI, Visual Designer(Remote) | 2017.5–2020.8

JCW Consultation Management Center, Shanghai

Developed logos, corporate identity packages, marketing collateral and magazines. Provided design delineation, product photography and retouching for packaging, print and interactive promotions. Partner with Creative Directors, Tech Leads, agency partners and clients to produce several smart, innovative works. Create high quality digital experiences across web, mobile and emerging platforms. Contribute to product strategy and design for products and platforms.

SKILLS

Software

Adobe Creative Suite, InDesign, Illustrator, Photoshop, Acrobat, Procreate, After Effects, Lightroom, Adobe XD, Sketch, Figma, Balsamiq, InVision, Microsoft Office, Keynote.

Creative

Visual Communication, Design Strategy, Creative Direction, Digital Marketing, Typography, Illustration, Advertising, Editorial Design, Branding, UI/UX Design, Motion Graphics, Packaging, Photography, Human-Centered Design.