

John (Zhenjie) Xu

Graphic Design

(Contact)

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(Profile)

Passionate graphic designer with creative and technical skills to produce innovative designs, enhance user engagement, and contribute to a dynamic team.

(Achievements)

Featured Designer [Spring Show Exhibition Academy of Art University \(2024\)](#)

Design Challenge IBM Workshop Presents [SF Design Week](#)

(Experience)

Freelancer Designer 2019—Present

Provide independent consulting and developing services for overall brand design and aesthetics. Create a series of posters for the sports club using Photoshop and Illustrator.

Cosmetic Packaging Designer Assistant Shunqi Wuhan, 2020

Led research and developed mood boards, organized photography assets into visual libraries, created social media content, and redesigned the website using Adobe & Figma.

(Recent Projects)

AI Brand Design Hotel Brand Zentique designed by AI, 2024

Developed project concept, conducted brand research, and designed visual system, including logo, pattern, picture, and architecture photos. Worked with AI tools including Midjourney, Firefly, Generate AI, DALL·E.

Rebrand Concept Crayola Concept Design, 2023

Created over 500 thumbnail logo sketches, storyboards, and color schemes using Adobe.. Expanded brand photography and targeted audience with new brand soul, and brand vision. Developed visual design standards including logo typeface, anatomy, and size chart.

(Education)

MA, Graphic Design & Digital Media Academy of Art University, USA, 2021—2024

BFA, Visual Communication Wuhan Donghu University, China, 2015—2019

(Key Skills)

Technical Tools

Adobe InDesign, Photoshop, Illustrator, After Effects, Premiere, Microsoft Office, Rekordbox, Figma, Figjam, Sketch, AI Tools (Midjourney, Generate AI, Firefly, Dall-E)

Graphic Design

Communication design, concept development, typography, layout, content creation, visual storytelling, drawing & sketching, photography, concept art, music and video editing

Interpersonal Strengths

Team player, strong communicator, critical thinker, problem solver

Languages

English, Mandarin, and American Sign Language