



# ZHEHENG YU

## CONTACT

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## EDUCATION

2018-2022  
B.F.A Degree (Graphic Design)  
Kean University  
Wenzhou-Kean University

## SKILLS

### Design

Brand design  
Typography  
Advertising design  
Packaging design  
Interaction and visual design  
Infographic and data visualization  
Motion graphic design  
3D modeling  
Animation  
UI/UX design

### Software

Illustrator  
Photoshop  
Indesign  
After Effect  
Media Encoder  
Blender  
Figma

## WORK EXPERIENCE

02/09/2018-02/06/2022

Wenzhou-Kean University Graphic Design Major 2018 class monitor  
Class monitor

- Handle the day-to-day affairs of students and the college
- Poster design for college events

10/2018-06/2020

Wenzhou-Kean University School of Design and Architecture  
College Assistant

- Write promotion for the public account of Wenzhou-Kean University School of Architecture and Design
- Reception speakers for college events and taking photos of the events

15/06/2021-31/07/2021

Hangzhou Menglan Environmental Protection Technology Co., Ltd.  
Assistant of Design Department

- Company brand image design and promotional posters and their peripheral design
- Assist chief designer to complete brand design, packaging design, web design, etc.

## PROJECT EXPERIENCE

08/2019

2019 Wenzhou-Kean University Left-handed Design Competition

06/2020

2020 Platinum Originality International University Students Graphic Design Competition

05/2021

Wenzhou-Kean University 10th Anniversary Logo Design in 2021

12/2021

D&AD New Blood Awards 2022

05/2022

National College Student Advertising Art Competition

05/2022

2022 Wenzhou-Kean University Thinking Creatively Conference

## HONORS AND AWARDS

2019

The Second Prize of the Left-handed Design Competition of Wenzhou-Kean University

2021

First Prize of Logo Design Competition for the 10th Anniversary of Wenzhou Cane University