Youer Zhao

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EDUCATION

School of Visual Arts
2023- 2025

Master of Fine Arts, Interaction Design

2019- 2023 · 3.8 GPA

Bachelor of Fine Arts, Design

SPECIALISTS

Design
Research, Strategy, System thinking, Interviewing, User experience design, Co-design, Prototyping, Pitching, Illustration, Editorial, Typography

Software
Figma, Adobe Creating Suite (Photoshop, Illustrator, InDesign, Bridge, XD, Lightroom, AfterEffects), Procreate, iMovie, SketchUp

Programming
JavaScript, P5.js, Java, Arduino, Python

EXHIBITION

"Lights Craving" lighting design exhibition, Shanghai,China
CUUNION · September 2019

RECOGNITION

SVA Silas H. Rhodes Scholarship
$20,000/year for 4 years

EXPERIENCE

Research + Strategy Fellow
IxD Community · June 2024- August 2024

- Competitive analysis to develop recruitment strategies and highlight IXD's unique strengths.
- Developed engagement initiatives and event series based on alumni research.
- Coordinated partnership projects to enhance institutional collaborations.

Community Operations Intern
Tencent · May 2023- June 2023

- Curated product selections and developed compelling promotional copy to drive engagement.
- Directed production and editing of product promotional videos.
- Big data to analyze user needs and optimize product recommendations.

Freelance
2023- Present

- Served clients with market research and analysis, strategy development, proposal writing, pitch creation, and web design.

Visual Creative Team Intern
Cover News Co., Ltd · Dec 2018, June 2020 - August 2020

- Animation design, shooting, dubbing, and sound effects production for a series of stop-motion animations.
- Co-designed the 3-minute promotional stop-motion animation "Forty Years of Brilliance."
- Production of the book *An Oral History of the Development of China - For the 70th Anniversary of China's Founding*, focusing on creating portraits of the 70 narrators and designing and editing the book's illustrations.

PROJECT

Strategy + Product Designer | Optimizing IT Startup Systems for Mutual Growth
Smidige · September 2023- December 2023

- Conducted client and customer interviews to identify improvement opportunities.
- Analyzed market trends and competitors to uncover potential markets and optimization strategies.
- Designed and enhanced solutions aligned with market demand and client approval.

Research + Service Designer | SVA Library System Update
SVA Library · September 2023- December 2023

- Performed field visits and interviews to develop a client service blueprint.
- Improved client service processes and work quality.