

HAOLAI (FRANCIS) ZHOU

[VISUAL DESIGNER]

[OBJECTIVE]

To expand my creative perspective through experience and exploration while contributing to a design team.

[EDUCATION]

ACADEMY OF ART UNIVERSITY
San Francisco, CA
Master of Art, School of Graphic Design 2017

NANJING NORMAL UNIVERSITY
Nanjing, China
BFA School of Graphic Design 2014

[WORK EXPERIENCE]

GRAPHIC DESIGN SPECIALIST (Promoted)

SAN FRANCISCO BALLETT, San Francisco 2019–Present

Not only taking charge of all design requirements for whole company, but also focusing on building up the whole brand style design, and create new 2021 Season Design Style Guide for SF Ballet. The new design direction affects both print and digital production designs for new 2021 seasonal upcoming ballet programs and special events. The design material is also essential for driving tickets sale.

Work directly to all departments, and making direction/suggestion of design details to keep consistency of SF Ballet brand.

GRAPHIC DESIGNER

SAN FRANCISCO BALLETT, San Francisco 2017–2019

Work directly to the Design team and Marketing Managers to concept, execute, and produce printing production designs for our upcoming ballet performances, campaigns and San Francisco Ballet School Education Programs. It includes program books, brochures, posters and any advertisement for our performances and events. Also, work directly with Web Media Manager on our web landing pages and social media graphics.

MARKETING VISUAL DESIGNER (Freelancer)

KOLMOSTAR, Fremont, CA 2019–2020

Working with marketing team on the visual identity design for the pre-launch of new product "Pupstar GPS tracker". Taking charge of graphics design requests, especially for Monthly Magazine, print advertising. Also, working on multiple e-commercial projects such as Social Media promotion design, Advertising.

VISUAL DESIGNER (Contractor)

YIBANG DESIGN, Shanghai, Beijing & San Francisco 2019

Work remotely with Art Directors, both located at Shanghai and San Francisco office, for multiple Clients in China. The team works closely on brand identity, visual communication, digital marketing, and environmental design.

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**HAOLAI
(FRANCIS)
ZHOU**

[VISUAL DESIGNER]

[WORK EXPERIENCE_continued]

MARKETING GRAPHIC DESIGNER

JINS Eyewear US, Inc. San Francisco 2017

Printing production and digital marketing collateral. Especially, redesigning In-Store graphics, signages, web graphics, social media, email templates and outdoor advertising. Translate business and marketing objectives into designs that are simple, compelling, and visually engaging.

FREELANCE DESIGNER 2014-2016

Designed identity system, application, website and related products for client projects. Collaborated with clients to create the initial vision, conceive designs and consistently meet deadlines and requirements.

GRAPHIC DESIGN INTERN

SinoConnexion, Design Department, China 2012

Assisted the supervisor to check design portfolios and participated in the design and production of several videos; Retained collaborative relationship after the internship period; Fully practiced professional skills in designing.

[DESIGN AWARDS / ACHIEVEMENT]

A' DESIGN AWARD WINNER

2020-2021, SILVER

For "Pupstar", Brand Identity

Category: Graphics and Visual Communication Design

2021 MUSE CREATIVE DESIGN AWARDS

PLATINUM WINNER

For "Pupstar", Corporate Identity / Logo Design

GOLD WINNER

For "Pupstar", Corporate Identity / Brand Identity

GOLD WINNER

For "Pupstar", Corporate Identity / Other Graphics

14TH INTERNATIONAL DESIGN AWARD

IDA 2020, GOLD

For "Pupstar", Print / Corporate Identity

IDA 2020, SILVER

For "Pupstar", Print / Logos, Trademarks and Symbols

IDA 2020, SILVER

For "Pupstar", Print / Other Graphic Designs

A' DESIGN AWARD WINNER

2019-2020, BRONZE

For "Option", Poster / Conference Design

Category: Graphics and Visual Communication Design

2019 AMERICAN GRAPHIC DESIGN AWARD

Presented by Graphic Design USA

For "Silence is Not an Option", Poster Design

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[DESIGN AWARDS / ACHIEVEMENT_continued]

13TH INTERNATIONAL DESIGN AWARD

IDA 2019, **GOLD**

Winning Designer: Haolai Zhou
For "Option", Print / Posters

IDA 2019, **SILVER**

For "Typographic Conference Design", Print / Posters

IDA 2019, **BRONZE**

For "Typographic Conference Design", Print / Collateral Material

IDA 2019, **BRONZE**

For "The Outlook", Print / Corporate Identity

PARIS DESIGN AWARD

DNA 2020, **WINNER**

Winning Designer: Haolai Zhou
For "The Outlook", "The Pursuit", and "Silence is not an option"
Category: Key art (Posters, covers, illustration)

CREATIVE COMMUNICATION AWARD

C2A 2020, **WINNER**

Winning Designer: Haolai Zhou
For "Silence is not an option", Poster-Informative / Motivational / Other Graphic Design

[DESIGN AWARDS IN CHINA]

2013 EXCELLENT AWARD OF NANJING KEYI PACKAGING DESIGN COMPETITION

[PUBLISH / INTERVIEW]

A' Design Award Winner Designs' Year Book, 2019-2020

Designer Interview from A' Design Award, 2020

GDUSA January 2020 Newsletter (eNews)

GDUSA December 2019 Annual Book_Print Edition

-The Digital Edition published on issuu.com.

The Annual IDA Book of Designs, 2019_Print Edition

[SKILLS]

Adobe Creative Suite, After Effects, Adobe Experience Design, Webflow, Figma, Sketch,
Cinema 4D, Photography, InVision, Live Surface, HTML & CSS, Dreamweaver

[LANGUAGES]

English, Mandarin

[AFFILIATION]

AIGA Member, San Francisco Chapter

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