

## 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 BALLET, 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 BALLET, 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.

[ EMAIL ]  
franciszhou216@outlook.com

[ TEL ]  
+1 415-691-0983

[ ADD ]  
1000 National Ave.  
Apt 254  
San Bruno, CA 94066

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(FRANCIS)  
ZHOU**

[ VISUAL DESIGNER ]

[ WORK EXPERIENCE\_continued ]

**MARKETING GRAPHIC DESIGNER**

**JINS Eyewear US, Inc. San Francisco 2017**

Design, printing production and digital marketing collateral such as brochures, banners. Redesigning some of graphics, signage, web graphics, social media, email templates and wire-frames, event booth graphics and materials. 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 ]

**14<sup>TH</sup> 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**

Presented by A' Design Award

To Haolai Zhou

For "Option", Poster / Conference Design

Category: Graphics and Visual Communication Design

**2019 AMERICAN GRAPHIC DESIGN AWARD**

Presented by Graphic Design USA

To Haolai Zhou

For "Silence is Not an Option", Poster Design

**13<sup>TH</sup> INTERNATIONAL DESIGN AWARD**

IDA 2019, **GOLD**

Winning Designer: Haolai Zhou

For "Option", Print / Posters

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[ DESIGN AWARDS / ACHIEVEMENT\_continued ]

**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](http://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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