

## HAOLAI (FRANCIS) ZHOU

### [ GRAPHIC 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, events 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 GRAPHIC DESIGNER (Freelancer)

##### KOLMOSTAR, Fremont, CA 2019

Working with marketing team, and taking charge of the graphics design for Monthly Magazine, especially print advertising, graphic elements design. Also, working on multiple e-commercial projects such as Social Media graphics design, Advertising, and so on. Presenting the knowledge of brand identity, visual communication, and digital media.

#### VISUAL DESIGNER (Contractor)

##### YIBANG TEAM, 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 media, and environmental design.

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(FRANCIS)  
ZHOU**

[ GRAPHIC DESIGNER ]

[ WORK EXPERIENCE\_continued ]

**MARKETING GRAPHIC DESIGNER (Contractor)**

**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**

**Design Department, SinoConnexion, 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.

[ SKILLS ]

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

[ LANGUAGES ]

English, Mandarin

[ AFFILIATION ]

AIGA Member, San Francisco Chapter

[ DESIGN AWARDS & ACHIEVEMENT ]

**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

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[ DESIGN AWARDS & ACHIEVEMENT\_continued ]

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

**IDA 2019, GOLD**

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

**IDA 2019, SILVER**

Winning Designer: Haolai Zhou  
For "Typographic Conference Design", Print-Posters

**IDA 2019, BRONZE**

Winning Designer: Haolai Zhou  
For "Typographic Conference Design", Print-Collateral Material

**IDA 2019, BRONZE**

Winning Designer: Haolai Zhou  
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)

[ DESIGN AWARDS IN CHINA ]

2013 EXCELLENT AWARD OF NANJING KEYI PACKAGING DESIGN COMPETITION

[ DESIGN & PUBLISH ]

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](https://issuu.com).

The Annual IDA Book of Designs, 2019\_Print Edition

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