

RAN XU

GRAPHIC DESIGNER



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Profile

- Highly creative and multi-talented Graphic Designer with more than 8 years of experience specializing in digital design and extensive experience in marketing and print design
- Skilled illustrator with more than 8 years of illustrating experience
- Professionally trained and competent in a wide range of design software and able to stretch the boundaries of digital storytelling to help clients' brands stand out

Skills



Webflow	<div style="width: 75%;"></div>
Wacom tablet	<div style="width: 85%;"></div>
Cinema 4D	<div style="width: 60%;"></div>

Branding Design
Package Design
Web Design
Typography
Photography
Digital Painting

Professional Experience

- 2019 - present
Assistant Graphic Designer
College of Fine Arts, Ohio University, Athens, Ohio
 - Managed at least three advertising design projects at any given time while under pressure to meet weekly deadlines
 - Designed marketing programs and ensured that all the design is according to the marketing branding plan
 - Created promotional materials for clients from various departments with efficient communication
- 2018
Web developer & Recruiting Assistant
Graphic Design Department, Ohio University, Athens, Ohio
 - Worked in designing and maintaining the official website
 - Collected and integrated recruiting materials and gave presentations to recruiters twice a month
 - Reached out to and communicated with **40+** alumni to collect information and created 20 web pages within a month
- 2017
Graphic Designer & Consultant
Woyanle Co. Ltd, ShangHai, China
 - Developed numerous marketing campaigns (logos, brochures, info-graphics, and advertisements)
 - Completed **5+** package designs in one month and made them all exceed the clients' expectations
- 2012 - present
Freelance Illustrator & Photographer
 - Provided **200+** illustrations for publications and stationeries
 - Commissioned to produce **100+** pieces of photography work

Education

- 2020
Master in Fine Art, Graphic Design
Ohio University, Athens, Ohio
 - GPA: 3.9/4.0
- 2016
Bachelor in Fine Art, Digital Art
HuaZhong University of Science & Technology, China
 - GPA: 3.9/4.0
 - Was the director of the Publicity Department, Student Union

Internships

Graphic Design Intern

Passion Works Studio, Athens, Ohio
January 2019 - May 2019

- Worked as the official documentary photographer in three artist visiting events
- Illustrated the official introductory storybook

Graphic Design Intern

Ocean High Co., Ltd, ShenZhen, China
June 2019 - August 2019

- Created the design of the official product and ran the advertising material organization of an art carnival event.
- Completed **10+** designing tasks within one month.