

# Mingchen Shentu.

Art Director  
Illustrator

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## education

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**The University of Texas at Austin**  
M.A. Advertising  
Texas Creative Sequence  
May 2019

**Xiamen University, China**  
B.A. Advertising  
June 2017

**University of Illinois at Urbana-Champaign**  
Study Abroad  
August - December 2016

## awards

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**2019 AAF Austin Addys**  
Gold - Art Direction & Illustration  
Silver & Bronze - Art Direction & Print Advertising & Cross Platform

**2019 AAF 10th District Addys**  
Silver - Art Direction  
Silver - Illustration

**2020 AAF Austin Addys**  
Gold - Integrated Campaign  
Gold - Outdoor & Transit Advertising

## skills

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Creative Strategy  
Art Direction  
Graphic Design  
Digital Illustration  
Chinese Copywriting  
Adobe Creative Suite

**Language**  
English, Madarin Chinese

## work

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**Studio Malagón**  
August 2019 - Present  
Austin, Texas

### Visual Designer & Illustrator

- Create illustrations, design marketing materials for clients including MIT Teaching System Lab, GoCo, SmartVault

**Richards/Carlberg**  
August - Nov 2019  
Houston, Texas

### Brand Creative/ Art Director Intern

- Pitched campaign ideas for Typhoon Texas Waterpark
- Designed print and social ads for Mahindra, Dräger and American Cancer Society

**Grid Diary**  
January 2019 - Present

### Copywriter

- Write in-app copy and digital marketing content for Grid Diary (a journaling app)
- Participate in the app's product design

**Seventy Agency**  
June - August 2018  
Shanghai, China

### Copywriter Intern

- Created social content for clients including Livat, Scandinavian Airlines Systems, BI-Fudan MBA, Nokian Tyres, Flywire

**Kodak Alaris**  
May 2018 - April 2019

### Freelance Content Creator

- Created content for Kodak Alaris' social media platforms

March - June 2017  
Xiamen, China

### Digital Marketing Intern

- Communicated with advertising agencies to promote new products and a photography service platform
- Assisted in organizing events in three cities in China to raise the awareness of the photography platform

**Xiamen University Broadcast Station**  
July 2015 - June 2016

### Vice President

- Led the editor team and supervised the broadcast programs
- Interviewed new editors and gave training about writing and audio editing

September 2013 - June 2017

### Editor

- Wrote articles for broadcast programs and produced two programs every month