

AMY ZHAO, MA

GRAPHIC DESIGNER

I am a creative graphic designer with 3+ years of experience in typography, branding, and animation. At Ding Ding TV & SVI Channel, I've created 10+ visual projects reaching 500,000+ viewers independently, enhancing its role as Silicon Valley's cultural hub. As a key contributor to the Asian American Stories Video Contest, I developed designs that attracted 500 attendees during the contest and at the award ceremony, amplifying AAPI voices nationwide.

- Experience President Assistant, Content Designer | 2023-2024
Ding Ding TV & SVI Channel

Produced over 20 visual materials, including 4+ event posters, 10+ flyers, program book, and 20+ event screen, 2 annual event presentation and video, significantly boosting event visibility and engagement, to support successful campaigns and assisted in securing sponsorships, enhancing promotional efforts and 1000+ driving attendance.

Spearheaded the development of the organization's website, attracting 30,000+ US visitors. Filmed and edited 500+ news and interview videos for Silicon Valley Community Media, authored 20+ Social articles, and weekly newsletter get 30% click.
- Awards Annual Best Team Member | 2024
Silicon Valley Community Media, Asian American Stories
- Education Master of Arts | 2020-2023
School of Graphic Design, Academy of Art University

Bachelor of Fine Arts | 2016-2020
Printmaking, Luxun Academy of Fine Arts
- Skills Typography, Communication, Branding, Print Design, Problem Solving, Photoshop, InDesign, Illustrator, After Effect, XD, Figma, Capcut, Wordpress using, Premiere, Active Listening, Positive Attitude Teamwork, Relationship Management
- Language English / Chinese (Mandarin)
- Reference English and Chinese versions are available upon request.