

Shuting Zhou

Graphic Designer | Brand, Campaign & Experiential Design | Toronto, ON

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Summary

Multidisciplinary graphic designer with 5+ years of professional experience across branding, campaigns, digital, print, presentations, and experiential design. Strong in concept development, typography, layout, visual systems, and image-making, with experience carrying projects from initial direction through refinement and final production. Comfortable working across established brand systems, collaborating with multidisciplinary teams, and adapting ideas across physical and digital formats.

Skills

Visual Design & Brand

- Brand identity and visual systems
- Typography, layout, composition, and visual hierarchy
- Campaign, editorial, marketing, and presentation design
- Concept development, mood boards, and visual storytelling

Experiential & Digital

- Web, social, and digital design
- Figma and responsive design
- Environmental and experiential graphics
- Motion graphics, animation, and video editing

Tools & Technology

- Print and digital production, file preparation, vendor coordination
- Adobe Creative Suite: Illustrator, InDesign, Photoshop, After Effects, Premiere Pro
- Figma, PowerPoint, Keynote, Blender, SketchUp, AI-based workflows

Education

Master of Design — Digital Futures

OCAD University, Toronto
2021–2023

Bachelor of Science — Visual Communication Design

The Ohio State University
Magna Cum Laude
2016–2020

Select Achievements

- OCAD Graduate Exhibition — 2023
- IEEE ISMAR Exhibition — 2023
- CSCA Award of Excellence — 2019
- Languages: English, Mandarin Chinese

Relevant Experiences

Jan. 2024 - May 2026, Toronto, ON

Visual Designer—ThermaCity Energy

- Developed visual concepts and brand-aligned design across campaigns, presentations, websites, print collateral, exhibition graphics, and digital communications.
- Translated business objectives and technical subject matter into clear visual systems and engaging narratives across print, digital, and physical touchpoints.
- Managed projects from concept through refinement and final production, collaborating with marketing, technical teams, printers, vendors, and external partners while maintaining consistency and production accuracy.

Jan. 2025 - Mar. 2025, Toronto, ON

Freelance Designer, 3D & Brand — The Ordinary (via agency)

- Created 3D models, materials, lighting, and branded visualizations for a pop-up environment, translating an established beauty identity into a cohesive spatial presentation.
- Developed key visuals and renders communicating atmosphere, materials, product placement, and branded environmental details.

Sep. 2022 - Dec. 2022, Toronto, ON

Teaching Assistant—OCAD University Faculty of Arts & Science

May 2022 - Jul. 2022, Toronto, ON

Game Mechanics & Experience Design Intern — Secret City Adventures

- Developed and prototyped concepts for a location-based escape-room experience combining environmental storytelling, projection, digital media, and interactive design.
- Worked closely with designers and developers through rapid playtesting and iteration to refine narrative flow, visitor interactions, and the overall experience.

Sep. 2021 - Apr. 2022, Toronto, ON

Research Assistant (Data Visualization), OCAD University Visual Analytics Lab

- Created data visualizations, digital resources, and UI systems translating complex research and datasets into clear visual narratives for publications and digital experiences.
- Collaborated with interdisciplinary teams on research addressing accessibility, urban mobility, and user experience.

Feb. 2021 - May 2021, NYC, NY

Graphic Design Intern—United Nations

Produced multilingual infographics, banners, and motion assets across multiple formats while maintaining accessibility and established visual standards.

May 2020 - Dec. 2020, Washington DC

Design & Communications Assistant—National Low Income Housing Coalition

Designed campaign graphics, reports, social content, and infographics, translating complex policy information into clear and accessible visual communications.

Sep. 2019 - Apr. 2020, Columbus, OH

Graphic & Digital Design Intern — Paul Werth Associates

Created brand, campaign, social, and motion assets for agency clients, adapting creative across different visual identities, formats, and communications needs.

Mar. 2018 - Sep. 2020, Columbus, OH

Graphic Design Intern — The Ohio State University

Designed print, digital, social, and event communications within established institutional brand systems.