

Yuhang Zhou | Graphic Designer

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Address: 50 Arbordale Cres Ottawa ON K2G 5C9

PROFILE

Creative Graphic Designer with over five years of professional experience in graphic design, branding, and digital content, combined with additional training in UX/UI design and front-end web development. Skilled at creating visually compelling campaigns for digital, social media, and web, while ensuring designs are user-centered, accessible, and aligned with business goals. Experienced working in both agency and corporate environments, collaborating with marketing, developers, and cross-functional teams to deliver engaging design solutions.

SUMMARY OF QUALIFICATIONS

Graphic Design: Branding, campaign visuals, social media graphics, infographics, motion graphics, editorial design

UX/UI Design: Wireframing, prototyping, interaction design, accessibility, user research, usability testing, user interface design

Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Figma, Cinema 4D

Web Development: HTML5, CSS3, JavaScript, React, NextJS, TypeScript, Tailwind

RELEVANT EXPERIENCE

Graphic Designer

Jan 2023 - Nov 2023

Vibe Inc., Hangzhou, China

- Designed campaigns and ads for social media and other online platforms including LinkedIn, Instagram, Facebook, Amazon, and Google Ads
- Designed motion graphics and edited videos for product promotion
- Designed marketing materials for email ads
- Directed and supervised photo shoots for Vibe's products
- Designed landing pages for new product launches in collaboration with front-end developers

Graphic Designer

Sept 2020 - Oct 2022

United Imaging Healthcare, Shanghai, China

- Designed infographics and motion graphics for communicating complex technical concepts to customers and stakeholders
- Designed presentation decks for international and domestic conferences and events

- Supported the redesign of the official website, ensuring consistency with brand guidelines
- Collaborated with an external development agency to ensure the live site matched the design specifications

Graphic Designer

Apr 2018 - Aug 2020

Less Ordinary, Shanghai, China

- Designed the logo, packaging, and other marketing collateral for Rolling Beast (a ski garment brand)
- Redesigned the official website for New Energy Nexus, supporting their business expansion in Southeast Asia
- Designed the website for Acorn Entertainment, helping launch their services in the Chinese market

Design Lead & iOS Developer (Client Project)

June 2025 - Aug 2025

MetaPi iOS App, Ottawa, ON, Canada

- Collaborated with a 7-person team using Figma and GitHub, contributing from user research through to development
- Conducted user, market, and product research, and created primary and secondary personas to guide design decisions
- Designed wireframes and prototypes for early concept validation and usability testing
- Produced high-fidelity prototypes and presentation materials to communicate the final solution to the client
- Designed app logo and presentation deck for final showcase

EDUCATION

Mobile Application Design & Development

2024 - 2025

Diploma

Algonquin College of Applied Arts and Technology

Communication Design: Graphic Design

2016 - 2017

Master of Arts

Kingston University

Environmental Design

2012 - 2016

Bachelor of Arts

Chongqing University

PORTFOLIO

Graphic Design Portfolio: <https://www.yuhang-zhou.com/graphicdesign>

UX/UI Portfolio: <https://www.yuhang-zhou.com/>