

MICHAEL ZHOU

CREATIVE TECHNOLOGIST
+GRAPHIC DESIGNER

CONTACT INFORMATION

hello@michaelzhou.studio

PORTFOLIO WEBSITE

www.michaelzhou.studio

SKILLS & KNOWLEDGE

Expert in Sketch, Photoshop, Illustrator and InDesign
Fluent in HTML5 and CSS3
Skilled in Digital Fabrication, TouchDesigner, Arduino, Fusion360, Premiere and Microsoft Office Suite
Experience with C4D, PCB Design, After Effects, Processing, GAN and p5.js
Knowledge of Typographic Best Practices
Native speaker of Mandarin
Fluent in English

AWARDS & EXHIBITION

CURRENTS NEW MEDIA ART FESTIVAL

Santa Fe, NM | 2023
"10"

ITP WINTER SHOW

Brooklyn, NY | 2021
"Hanger for OCD" & "In The Eye"

DIGIDAY PUBLISHING AWARDS

Best Branded Content Program
Lead Designer | 2019

25TH FCS PORTFOLIO AWARD

Consumer Retail Branded Content - Bronze
B2B Branded Content - Bronze
Lead Designer | 2019

MILLER/REED PRIZE IN DESIGN

Award Winner | 2017

WORK AUTHORIZATION

U.S. Permanent Resident and Chinese National
Full authorization to work in the U.S. and China

EDUCATION

NEW YORK UNIVERSITY, TISCH SCHOOL OF THE ARTS

New York, New York | September, 2020 - May, 2022

Master of Professional Studies, Interactive Telecommunications Program (ITP)

SKIDMORE COLLEGE

Saratoga Springs, New York | Class of 2017

Bachelor of Science, Studio Art Major and Computer Science Minor
Focus: Communication Design and Digital Media

PROFESSIONAL EXPERIENCE

ITP, TISH SCHOOL OF THE ARTS, NEW YORK UNIVERSITY

New York, New York | August, 2022 - August, 2023

Post-doctoral Research Resident

- Led and organized program-wide workshops on design tools, digital fabrications, and technical skills
- Critiqued projects and provided advice and troubleshooting through office hours
- Researched and documented techniques of lighting controls with grandMA3 and kinetic project designs
- Managed and installed lighting and motion capture systems for large spaces

QUARTZ CREATIVE, QUARTZ MEDIA

New York, New York | October, 2017 - March, 2020

Designer | April, 2019 - March, 2020

Junior Designer | October, 2017 - April, 2019

- Led UI design, UX research, user testing, and visual design for digital display ads and interactive branded content campaigns for Quartz's major advertising clients, such as Microsoft, AT&T, Bank of America, OppenheimerFunds, Volvo and, Infiniti
- Presented design work per iteration throughout a campaign and helped clients understand the vision behind each execution
- Analyzed Tableau user data to enhance user experience and increase viewership on ad products; optimizations have yielded a 15% reduction in bounce rates
- Managed five illustrators and freelancers by providing creative briefs and feedback on design deliverables while ensuring alignment and brand integrity with the creative director and client
- Acted as lead designer for creating structural templates based on analysis of current customized banner ads, resulting in a 60% reduction in existing process length
- Collaborated with the creative engineering team by comprehending and implementing new technologies into design works, such as incorporating pressure touch and color-correcting AR objects
- Engaged in discussions and executed mockups for Request for Proposals (RFPs) with the strategy team and contributed to securing multiple client contracts over \$500K