

Oliver Hu

Product Designer

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EDUCATION

Northeastern University · BOSTON, MA

2017 - 2021

BS in Business Administration & Design

Dean's List · Huntington 100 Nominee

Relevant Coursework: Identity and Brand

Design · Graphic Design II ·

Typography II · Design Process Context &

Systems · History of Graphic Design · 2D

Fundamentals · Experience Design

SOFT SKILLS

- Brand & Identity Design
- Print Design & Layout
- Wireframing
- Prototyping
- UX Research
- Illustration
- Visual Design
- Project Management
- Usability Testing

HARD SKILLS

- Figma
- HTML 5
- CSS 3
- Bootstrap 5
- JavaScript
- Illustrator
- InDesign
- Photoshop
- After Effects
- Wordpress Theme Development
- Wordpress CMS
- Microsoft Office Suite

EXPERIENCE

Graphic Design Intern · THE FANTASTICAL

May 2021 - January 2022

Worked on collateral for multiple accounts

simultaneously while meeting tight deadlines. Created

visually striking designs within guidelines. Led the

transition of eBlast layout creation from InDesign

to Figma, enhancing collaboration and workflow

efficiency by using library components and styles.

Studio Designer · SCOUT STUDIO

Sep 2020 - Dec 2021

Collaborated with multiple teams of designers in

an agile design environment to develop branding

for student startup businesses. Worked on various

projects, crafting brand guidelines, defining

illustration styles, and designing websites. Collaborated

closely with production teams to create captivating

video and photo content.

Layout Designer · GATEHOUSE MEDIA

Jun 2019 - Dec 2019

Designed beautiful section fronts for both The Patriot

Ledger and The Enterprise newspapers. Created

column logos and various other graphics. Laid out

charts and inside pages for the daily papers.

FREELANCE PROJECTS

Sharon Music Academy

May 2022 - January 2023

Crafted and implemented the redesign of Sharon

Music Academy's website. Beginning with a

comprehensive design in Figma, translated concepts

into WordPress, resulting in an elevated online

presence, streamlined user experience, and a

strengthened digital community.

Press It Juicery

May 2020 - Jan 2022

Overhauled the Shopify website, product offerings, and

the brand guidelines. Crafted social media content

to enhance brand engagement. Conceptualized and

designed a food truck wrap, alongside a plethora of

print collateral. Managed many aspects of the juicery,

including employee scheduling, inventory, and juice

production. Revitalized the business, propelling

monthly sales from \$5,000 to \$40,000.