



Wenxin Ju

GRAPHIC DESIGNER

CONTACT

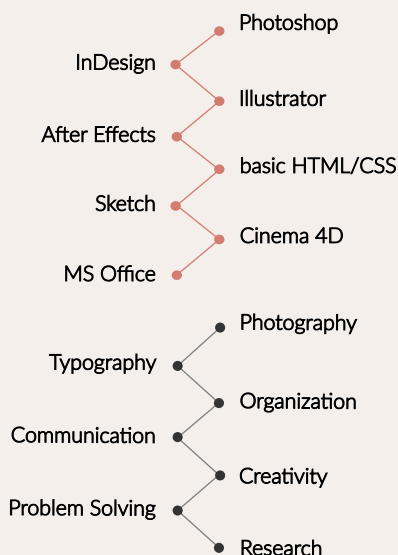
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EDUCATION

BFA Communication Design Major,
Graphic Design emphasis;
Sustainability Minor
Graduating in May, 2021
Pratt Institute, NY

Honors
Pratt International Student Scholarship
President List Honors, 2018–2019

SKILLS



LANGUAGE

English | Mandarin

JOB & INTERNSHIP

Student Designer | Sept, 2019–Dec, 2019

NYC DDC & RETI Center

Created a campaign to be used on various platforms for NYC DDC to educate the public about soil recycling. Created a branding system for RETI's new project, Blue City, with a group of seven other students. For both projects, was responsible for individual research and initial identity design/ideation; worked as a group for Blue City later on with the personal role of focusing on exhibition design.

Wix Design Playground Design Intern | Jun–Aug, 2019

Wix, New York

Participated in a three-month design program where I produced three websites including: a marketing landing page for the book "Good Talk" published by One World, a website for nonprofit organization Ocean Data Alliance and a personal portfolio site. Learnt the skills of UX, coding, prototyping, photography, art direction, client management, motion graphic, and production through a mixture of independent and collaborative work. Ocean Data Alliance project was featured on Wix Blog.

Office Assistant | Jun, 2019–present

Communication Design Office, Pratt Institute

Assist the school Communication Design Department to run errands, including picking up phone calls, answer students or professors questions when stop by the office.

Intern | Jun–Aug, 2018

Harper's Bazaar Art China, Beijing

Wrote articles for Bazaar Art which were posted on the official social media on WeChat; responsible for researching the topics, designing the layouts, communicating with artists (writing report for interviews), and giving presentations.

Intern | Dec, 2017

Architects Crang & Boake, Beijing

Helped with analyzing, organizing and archiving data collected from interior design case studies in the past year. Created visual reports on designs of resort hotels by applying graphic design skills including data visualization and creating layout.

OTHER EXPERIENCE

Brand X Challenge 2020 | Feb, 2020–Apr, 2020

Participating in an experience design competition featuring Sephora with a team of two. Given a creative brief and to create a four city tour campaign for "SEPHORiA--The Fearless Tour". As the captain of the team, in charge of group organization, organizing userflow, creating the majority of content writing and creative assets.

Ignition Lab Pitch Competition | Oct, 2018–Apr, 2019

Participated in a series of lectures and activities to learn about entrepreneurship, presented the final business model in a pitch competition at the end of a year. My team has been developing a website to provide a platform for student artists to sell and promote their works.

Member of CSSA | Sep, 2017–Sep, 2018

A member of Pratt Chinese Student Scholars Association outreach department. In charge of contacting outside sponsors, supporting on-campus events, seeking opportunities to collaborate with other student organizations in or outside school.