



# Wendy Ju

VISUAL COMMUNICATION DESIGNER

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jutopiart

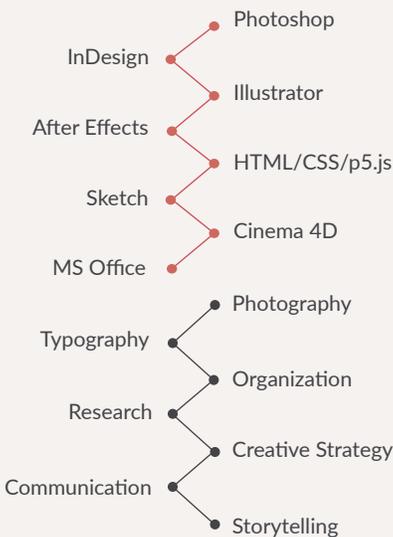
## EDUCATION

**PRATT INSTITUTE, New York**  
BFA Communication Design Major,  
Sustainability Minor  
Graduating in May, 2021

## Honor

Accumulative GPA: 3.75  
Pratt International Student Scholarship  
President List Honors, 2018-2019

## SKILL



## LANGUAGE

English | Mandarin

## WORK EXPERIENCE

**Design Intern | Jul, 2020-Aug, 2020**  
**Saranko**

Assisted the studio in the creation of concepts, mock-ups, print and email campaigns for clients; developed company brand update; attended internal brainstorming and concept meetings; researched and analyzed competitor branding, advertising, and marketing, both online and offline; assisting in the preparation of client and new business presentations.

**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. Project was featured on Wix Blog.

**Office Assistant | Jun, 2019-Mar, 2020**  
**Communication Design Office, Pratt Institute**

Assisted Communication Design Department at Pratt Institute to run errands, including picking up mails, answering students or professors questions when stop by the office, picking up phone calls.

**Social Media Editor | 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.

## 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.