



Wendy Ju

VISUAL COMMUNICATION DESIGNER



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jutopiart

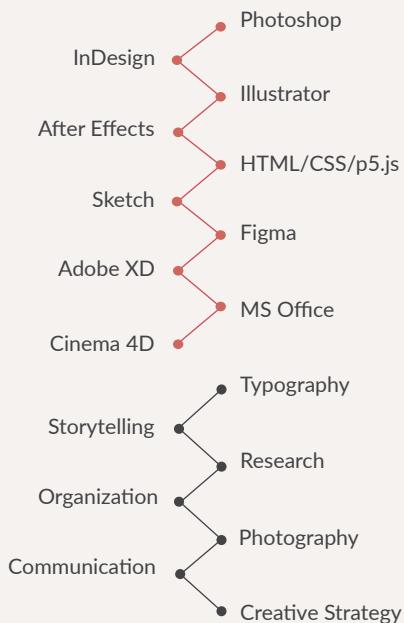
EDUCATION

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
Sarankco

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; assisted in the preparation of client and new business presentations.

Student Designer | Sept, 2019–Dec, 2019
NYC Department of Design and Construction & RETI Center

Created a campaign for NYC DDC to educate the public about soil recycling. Created a branding system for RETI's new project, Blue City, in a group of eight. Worked on both projects individually for research and initial identity design; worked as a group for RETI Center later on with a personal role focusing on exhibition design for Blue City.

Wix Design Playground Design Intern | Jun–Aug, 2019
Wix, New York

Produced three websites as part of a three-month web design program. Created a marketing landing page for a book individually, a full website for a nonprofit organization in a group, and a personal portfolio site. Learnt the skills of UX, coding, prototyping, photography, art direction, client management, motion graphic, and production. Projects got 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 published on the official WeChat account; fully involved from start to finish, including topic research, layout design, content writing, visual research, communication with artists (writing report for interviews), and giving presentations to supervisor.

OTHER EXPERIENCE

AIGA Pratt Student Chapter | Nov, 2020–Now

Joined a group of student designer guided by Pratt faculty that serves as a microcosm of AIGA. To have better connections with professional designers and local events.

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

Participating in an experience design competition featuring Sephora in a team of two. Created a campaign for a hypothetical national four-city-tour "SEPHORIA--The Fearless Tour". Took on the role of team captain, was in charge of group organization, brainstorming, creating prototypes and visual assets, as well as copywritings.

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

Participated in a series of lectures and training to learn about entrepreneurship; developed a website as a platform for student artists to sell and promote their works; presented the final business model in a pitch competition to a panel of entrepreneurs at the end of the program.

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.