

JINFAN HE

SUMMARY

I have a track record as an innovative graphic designer, creating compelling designs for both print and digital media. I am proficient in Adobe Creative Suite and possess strong conceptual design skills paired with strategic thinking. I deliver creative solutions under stringent deadlines while maintaining brand consistency. My previous work significantly improves client exposure through effective visual communication strategies.

EXPERIENCE

Graphic Designer/Augmented Reality Implementer, 12/2023 - 12/2024 **Nodes - Cincinnati, Ohio**

- Designing and creating vibrant, eye-catching posters to draw in crowds, along with a word cloud poster optimized for online viewing.
- Utilizing augmented reality to connect web questionnaires and online word cloud posters with posters, enhancing community cohesion through interactive engagement.

Video Editor/Graphic Designer/Co-Founder, Ex Owner, 02/2024 - 09/2024 **Goon toys - Remote**

- A total of 120 short videos were released featuring original video materials.
- 30 of these short videos received more than 320,000 views, 160,000 comments, 2.7 million likes, and 620,000 shares in 14 days.
- Create visually appealing banners and user-friendly UX/UI layouts for the official website, enhancing user engagement and ensuring alignment with brand identity.

UX/UI Designer, 08/2023 - 12/2023 **iCDCU lab - Cincinnati, USA**

- Collaborative work with medical students for residency training platform programs
- Communicate with different departments to analyze challenges, identify pain points, and develop effective design solutions that improve workflow and user experience.

Illustrator, 01/2023 - 04/2023 **Boeing Studio - Cincinnati, USA**

- Create compelling illustrations for visual storytelling, enhancing narratives and engaging audiences through impactful and dynamic



CONTACT

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SKILLS

- User experience research
- Ideation
- Sketches
- Prototyping
- Story telling
- 3D art
- Fast learner

visuals.

Graduate Assistant, 03/2023 - 04/2023

University of Cincinnati - Cincinnati, USA

- Designed and executed floor plan for fashion exhibits, attracting over 300 attendees and enhancing overall event engagement.

UX/UI Designer/Graphic Designer, 09/2022 - 12/2022

Cincinnati Cohort Biomarker Program - Cincinnati, USA

- Identifying participants' touchpoints, and pain points and offering better incentives
- Design logos and gaming cards, creating visually striking and cohesive branding elements that enhance user engagement and aesthetic appeal.
- Designing UX/UI drafts based on logo and participants' touchpoints and workshop feedback

Graduate Assistant, 08/2022 - 12/2022

University of Cincinnati - Cincinnati, USA

- Plan and design floor layouts for the MDes studio, optimizing space use and creating functional, visually cohesive environments that enhance workflow and collaboration.

Graphic Designer, 04/2022 - 08/2022

AuroLite - Guangzhou, China

- Create eye-catching product promotional posters that effectively communicate key messages, enhance brand visibility, and drive audience engagement.

EDUCATION

Master of Design, Graphic Design & UX/UI Design, 12/2024

University of Cincinnati - Cincinnati, USA

Bachelor of Visual communication, Visual Communication, 06/2020

Hubei Polytechnic University - Huangshi, Hubei, China

LANGUAGE

Chinese (Mandarin):

Native/ Bilingual

English:

Professional