

LUXING YU

Observer, Engaged Graphic Designer.



CONTACT

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EDUCATION

Bachelor of Fine Art
Savannah College of Art and Design
Major: Graphic Design
2021 - 2025

SKILL

Adobe Creative Suites
Figma
Rhino 8
Cinema 4D
Photography
Branding

LANGUAGE

English
Chinese
Cantonese
Korean

EXPERIENCE

"We Sing" App

Planning and Management Assistant

Jun.2023 - Dec.2023
Remote, China

- **Promotional Outreach:** Planned promotional activities, engaging KOLs from platforms like TikTok to enhance brand visibility and drive user engagement.
- **Media-Driven Creativity:** Developed creative themes and event concepts tailored to current trends and cultural dynamics, ensuring they resonated with the target audience and reflected the latest media influences.

Shanghai Huyu Media Co., Ltd.

KOL Operations Assistant & Host

Jun.2023 - Dec.2023
Shanghai, China

- **Content Creation:** Collaborated with influencers to create engaging content and plan marketing campaigns to drive traffic and increase engagement.
- **Youth Engagement:** Developed creative themes for live-streaming events, focusing on trends in pop culture, and youth-oriented content to attract audience.
- **Data Analysis:** Analyzed data to track performance metrics, identifying content trends and audience preferences to optimize campaigns and improve engagement.

NetEase Youdao

Overseas Operations and Marketing Assistant

Jun.2020 - Sept.2020
Guangzhou, China

- **Social Media Strategy:** Led the creation of a new website and project content for Youdao Ads. Managed the overall design and branding for Youdao Ads' social media.
- **Platform Strategy:** Helped influencers gain a strong presence on Chinese platforms such as Bilibili, with one KOL reaching over 150,000 followers.

ACTIVITIES

"Bei Wei" Sneaker Brand

Poster Designer

Jan.2022 - Feb.2023
Guangzhou, China

- Created festival posters for "Bei Wei" Sneaker, including designs for Chinese New Year and Valentine's Day.
- Assist brands in developing brand identity and executing brand revitalization.

BTS K-pop Group

Social Media Manager, Photographer, Designer

2019 - 2020
Seoul, Korea

- Managed a Twitter account with over 200,000 followers and a Weibo account with 20,000 followers.
- Conducted stage and magazine photography for the group and created promotional posters for merchandise and announcements. Generated \$140,000 in total revenue from these accounts between 2019 and 2020.