

Shuting Zhou

Multidisciplinary Designer & Researcher | www.ShutingDesign.com

Summary

Expertise in visual and interactive storytelling, adept in research methodologies, and passionate about applying emerging technology and design thinking for social innovation.

Contact

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Education

- **Master of Design, Digital Futures** (2021-2023), OCAD University, Toronto, ON
 - Lab: OCAD Adaptive Context Environments Lab
- **Bachelor of Science, Design, Visual Communication Design** (2016-2020), The Ohio State University, Magna Cum Laude

Skills

- **Design & Multimedia:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Blender, SketchUp, Unity, TouchDesigner; Graphic Production (social media, poster, publication, marketing collateral)
- **UX/UI:** Figma, XD, User Persona, Journey Mapping, Site Mapping, Service Blueprint, Wireframing, User Testing
- **Research, Analytics & Strategy:** Literature Review, Data Mapping/Synthesis, Data Visualization, Quantitative & Qualitative Research & Evaluation, Usability Testing, Media KPI Tracking
- **Coding & Computing:** HTML/CSS, AR.js, P5.js, Physical Computing (Arduino, IOT, Sensors, Soldering)

Academic Activities & Exhibitions

- **Publication:** IEEE ISMAR workshop paper publication & presentation (2023)
- **Exhibition:** OCAD Graduate Show (2023), OCAD Open Show (2022)
- **Awards:** OCAD Graduate Student Project & Travel Grant (2022), OCAD Graduate Studies Entrance Scholarship (2021), Columbus Society of Communicating Arts Creative Best Award of Excellence (2019)
- **Languages:** English, Mandarin Chinese

Relevant Experiences

Jan. 2024 - present, Toronto, ON

Visual Designer, ThermaStor Solutions

- Designed websites, exhibition booth, 2D/3D explainer videos, presentations, etc. to communicate renewable technology concepts.
- Established and maintained brand guidelines.
- Project managed and liaised with freelancers to facilitate production.

Sep. 2024 - Nov. 2024, Toronto, ON

Assistant, Exhibition Design Workshop

Assisted UofT research workshops on educational exhibition design.

Sep. 2022 - Dec. 2022, Toronto, ON

Teaching Assistant, OCAD University Faculty of Arts & Science

May 2022 - Jun. 2022, Toronto, ON

Game Mechanics Design Graduate-Level Intern, Secret City Adventures

- Researched, conceptualized, and designed escape room player flows using mobile web AR (AR.js), digital projection.
- Strengthened design viability through player testing and production critiques.

Sep. 2021 - Apr. 2022, Toronto, ON

Research Assistant, OCAD University Visual Analytics Lab

- Researched and analyzed data for Sustainable Development and Electrification of Transit project under principal investigator, Dr. Sara Diamond
- Designed interactive dashboard (Adobe XD, Figma, HTML).

Feb. 2021 - May 2021, NYC, NY

Graphic Design Intern, United Nations Office of the Under-Secretary-General

Designed posters, banners, flyers, and infographics. Drafted multilingual UN articles and managed websites.

May 2020 - Dec. 2020, Washington DC

Graphic Design & Communications Assistant, National Low Income Housing Coalition

- Designed social media, images, infographics, and fact sheets.
- Managed e-commerce (Shopify) and web (Drupal, WordPress).
- Cataloged media database; Tracked KPIs of newsletters and media channels

Other Experiences

Sep. 2019 - Apr. 2020, Columbus, OH

Graphic & Digital Design Intern, Paul Werth Associates

Created brand collateral, social media, and web content for public organizations. Developed communication campaigns.

May 2019 - Sep. 2019, Columbus, OH

Design & Communications Intern, The Ohio State University Office of International Affairs (OIA)

Designed promotional materials and organized photo shoots.

Mar. 2018 - May 2019, Columbus, OH

Graphic Design Intern, The Ohio State University Office of the Chief Information Officer (OCIO)

Developed digital and print templates, and maintained media assets library while implementing accessibility design guidelines