

Shuting Zhou

Designer | Visual Storytelling, Brand Systems, and Experiential Media | Toronto, ON

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Summary

Designer working across branding, digital media, and experiential design. My practice focuses on translating ideas into clear visual systems and compelling visual narratives across print, digital, and spatial formats. I am particularly interested in projects that combine strong visual aesthetics with emerging media, data storytelling, and interactive experiences.

Skills

Visual Design

- Brand identity and visual system development
- Typography, layout, and visual hierarchy
- Editorial, marketing, and presentation design
- Visual storytelling and information design

Digital & Experiential

- Web and digital design assets
- Data visualization and visual narratives
- Interactive and immersive media concepts
- Motion graphics and animation

Tools

- Adobe Creative Suite (Illustrator, InDesign, Photoshop, After Effects)
- Figma
- Blender, SketchUp

Working Style

- Concept development and creative problem solving
- Collaborative design processes
- Iteration through feedback and critique
- Clear communication with cross-functional teams

Education

Master of Design – Digital Futures

OCAD University, Toronto
2021–2023

Bachelor of Science – Visual Communication Design

The Ohio State University
Magna Cum Laude
2016–2020

Select Achievements

- OCAD Graduate Exhibition – 2023
- Open Show Exhibition – 2022
- IEEE ISMAR Exhibition – 2023
- OCAD Graduate Grant – 2022
- CSCA Award of Excellence – 2019
- Languages: English, Mandarin Chinese

Relevant Experiences

Jan. 2024 - present, Toronto, ON

Visual Designer—ThermaStor Solutions

- Design brand-aligned digital and print materials including marketing collateral, web assets, presentations, and exhibition graphics.
- Collaborate with marketing teams and external partners to translate business objectives into clear visual narratives and maintain visual consistency across touchpoints.
- Manage projects from concept through production and prepare final assets for digital and print delivery.

Sep. 2024 - Nov. 2024, Toronto, ON

Assistant, Exhibition Design Workshop—UofT

Sep. 2022 - Dec. 2022, Toronto, ON

Teaching Assistant—OCAD University Faculty of Arts & Science

May 2022 - Jun. 2022, Toronto, ON

Game Mechanics & Experience Design Intern – Secret City Adventures

- Contributed to the design of interactive AR and projection-mapped experiences for location-based storytelling.
- Prototyped immersive concepts, supported playtesting, and collaborated with designers and developers to shape user journeys in experiential environments.

Sep. 2021 - Apr. 2022, Toronto, ON

Research Assistant (Visual Analytics & Data Viz), OCAD University Visual Analytics Lab

- Created data visualizations and experimental visual systems for research on accessibility, urban mobility, and user experience.
- Collaborated with interdisciplinary teams to translate complex datasets into clear visual narratives for exhibitions, presentations, and publications.

Feb. 2021 - May 2021, NYC, NY

Graphic Design Intern—United Nations

Produced multilingual infographics, banners, and motion assets for communications initiatives. Adapted visual content across multiple formats while maintaining accessibility and brand standards in a high-volume production environment.

May 2020 - Dec. 2020, Washington DC

Graphic Design & Communications Assistant—National Low Income Housing Coalition

- Designed campaign graphics, reports, and social media assets for national advocacy initiatives.
- Structured complex policy information into clear visual systems and infographics.

Sep. 2019 - Apr. 2020, Columbus, OH

Graphic & Digital Design Intern – Paul Werth Associates

Mar. 2018 - Sep. 2019, Columbus, OH

Graphic Design Intern – The Ohio State University