

# Shuting Zhou

Multidisciplinary Designer & Researcher | [www.ShutingDesign.com](http://www.ShutingDesign.com)

## Summary Profile

- Expertise in visual and interactive storytelling
- Adept in research methodology including facilitating user study sessions
- Experience and passion for implementing emerging technology and design thinking for social innovation

## Contact

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## Education

Master of Design, 2021 – 2023

**OCAD University**

Digital Futures

**Lab:** OCAD Adaptive Context Environments Lab

Bachelor of Science, Design, 2016 – 2020

**The Ohio State University**

Visual Communication Design

Magna Cum Laude

## Skills

- **Design & Multimedia:**
  - Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, SketchUp, Blender, Unity, TouchDesigner
  - Graphic production (social media, poster, publication, marketing campaign collateral)
- **User Experience (UX) & User Interface (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 methods
  - Usability testing methods
  - Media KPI tracking
- **Coding & Computing:**
  - HTML/CSS
  - AR.js; P5.js
  - Physical computing (Arduino, IOT devices, sensors, soldering)

## Relevant Experiences

Jan. 2024 - present, Toronto, ON

**Visual Designer**

**UnderCity Energy Technologies**

- Designed infographics, 2D and 3D explainer videos, and presentations to explain sustainable technologies and engineering processes
- Established and applied brand guidelines to video, digital, and print outputs
- Conducted research on renewable thermal energy theories and case studies

Sep. 2022 - Dec. 2022, Toronto, ON

**Teaching Assistant**

**OCAD University Faculty of Arts & Science**

Assisted instruction, grading & communication with undergrad-level course: *Intro to Game Design*

May 2022 - Jun. 2022, Toronto, ON

**Game Mechanics Design Graduate-Level Intern**

**Secret City Adventures**

- Researched, conceptualized, and designed escape room player flows specific to puzzle game spaces
- Developed game experiences with mobile web AR (AR.js), digital projection, and facilitated play-testing
- Strengthened game design and design thinking through regular team critiques

Sep. 2021 - Apr. 2022, Toronto, ON

**Research Assistant**

**OCAD University Visual Analytics Lab**

- Researched, compiled and analyzed heavy research data for Sustainable Development and Electrification of Transit project under the principal investigator, Dr. Sara Diamond
- Designed an interactive dashboard to visualize quantitative research findings, implementing Adobe XD, Figma, interactive web UX, HTML, etc
- Provided project management for multi-functional team

Feb. 2021 - May 2021, NYC, NY

**Graphic Design Intern**

**United Nations Office of the Under-Secretary-General**

- Designed posters, banners, flyers, and infographics for UN departments
- Drafted multilingual UN articles, blogs, and announcements; created external and internal UN websites
- Supported event coordination and outreach activities

May 2020 - Dec. 2020, Washington DC

**Graphic Design & Communications Assistant**

**National Low Income Housing Coalition**

- Designed social media, images, infographics, and fact sheets for NLIHC updates
- Operated e-commerce (Shopify) and web (Drupal CMS, WordPress) to promote awareness campaigns
- Cataloged media database; conducted media research
- Tracked KPIs of newsletters and media channels

Sep. 2019 - Apr. 2020, Columbus, OH

**Graphic & Digital Design Intern**

**Paul Werth Associates**

- Created brand collaterals, social media and web images, animations, and infographics for public organization clients
- Developed communication campaign for stakeholders in collaboration with in-house creative team (journalist, developer, marketing specialist, etc)

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## Academic Activities & Exhibitions

- 2023 IEEE ISMAR workshop paper publication
- 2023 IEEE ISMAR workshop presentation
- 2023 OCAD Graduate Show
- 2022 OCAD Open Show

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## Languages

English, Mandarin Chinese

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## Awards

- 2022 OCAD Graduate Student Project & Travel Grant
- 2021 OCAD Graduate Studies Entrance Scholarship
- 2019 Columbus Society of Communicating Arts Creative Best Award of Excellence

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## Other Experiences

May 2019 - Sep. 2019, Columbus, OH

### **Design & Communications Intern**

#### **The Ohio State University Office of International Affairs (OIA)**

- Designed promotional materials including handouts, posters, and event cards
- Organized photo shooting; optimized stock photo libraries

Mar. 2018 - May 2019, Columbus, OH

### **Graphic Design Intern**

#### **The Ohio State University Office of the Chief Information Officer (OCIO)**

- Strengthened university branding for various departments through digital and print design templates, while implementing accessibility design guidelines
- Developed and maintained media assets library