

1999.09.06

# HANYU XU

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**WECHAT** hyggyanguangxiaozi

**INSTAGRAM** hanyuxxu

## MEDIA DESIGNER

Graphic/Packaging

Editorial/Branding

Event Design/Communication



### DESIGN/PLAN/CREATE

**WEB**

<http://hanyux6.wixsite.com/website>



### Personal Skill

**Ai**

Illustrator

**Ps**

Photoshop

**Id**

Indesign

**Ae**

After Effect

**C4D**

Cinema 4D

**Pr**

Premiere

### Language

Mandarin

English

### Education

Master of Multimedia Design

2021-2022

Monash University

Bachelor of Landscape Architecture

2017-2020

The University of Melbourne

### Experience

#### L'Oreal China

Media Designer & Public Relation

2021.11-2022.03

Mainly responsible for media content design of L'Oreal Public Relations team in the planning and execution of different corporate communication activities, including the early preparation of L'Oreal's 25th anniversary celebration program and assisting with group CEO video filming project. In addition, I aided the team in planning, implementation, and communication of the corporate social responsibility program.

#### Farfetch

External Media Designer

2021.06-2021.10

Assist with the implementation of the Farfetch HR department's external media communication design, including the design and publish of online social media platforms like Wechat, RED, and Instagram. Help the team with the design of visual identity/digital merchandising.

#### RFLEXION

Brand Designer

2021.03-2021.06

Participate in brand design of 2021AW Shanghai Fashion Week, including event design and video advertising design.

#### 《AD》

New Media Editor

2020.09-2021.03

Assist in the magazine design and editing including layout design/shooting site/visual art direction. Independently design the visualization for social media platform.