

# XURU ZHAO

## CHICHI

Boston, MA | New York, NY  
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Portfolio: [rb.gy/g3pq3t](https://rb.gy/g3pq3t)

## EDUCATION

### **Boston University**

Sep 2023 – May 2025

MFA in Graphic Design

GPA: 3.98 / 4.00

### **The New School, Parsons School of Design**

Sep 2018 – May 2022

BFA in Communication Design

with Data Visualization Minor

GPA: 3.80 / 4.00

## AWARDS

### **Poyiadjis Hospitality Innovation**

#### **Competition - 3rd place**

Social Impact Track | 2023

### **College of Fine Arts Scholarship**

Boston University | 2023-2025

The New School | 2018-2023

## VOLUNTEER

**Design Incubation** 2024

**Multipule Formats** 2023, 2025

**Boston Art Book Fair** 2023

## SKILLS

### **Design**

Adobe Creative Suite

Illustrator

Photoshop

InDesign

Premiere Pro

After Effects

XD

Figma

Procreate

Glyphs 3

RoboFont

p5js

Visual Code Studio

Sublime Text

Nomad

### **Language**

Fluent in Mandarin, English

## EXPERIENCE

### **UI/UX Design Lead - BU Spark! Innovation Program**

Boston, MA | Feb 2024 – Present

Led design efforts for a mentor-mentee web platform connecting international students with reliable study abroad resources. Conducted market research, user interviews, and pre-product experiments to validate hypotheses. Partnered with a 9 member startup team to develop the Minimum Viable Product.

### **Graphic Design Intern - Renji Food and Beverage Management Co., Ltd.**

Shanghai, CN | Apr 2023 – Aug 2023

Designed logos for Lianda Technology, Longterm Logistics, Yushang Resources, and East Futures. Contributed to New Year posters for Shanghai Electric and Mingyan Enterprise, as well as advertisement posters for Bellamy's Organic and Garden of Life. Supported web interface design for the Youshi Card Official website.

### **Freelancer**

New York, NY | Sep 2021 – Dec 2022

Designed posters, invitations, and certificates for the 2021 and 2022 New York Stars International Culture Grand Celebration Gala. Created promotional materials for the 1st Starbright Youth Art Award and the 2nd Starbright Youth Talent Audition. Designed the logo for the 86 Blue Sky Art Studio.

### **UI Design Intern - Besttone Holding Co., Ltd, China Telecom**

Shanghai, CN | Jun 2021 – Aug 2021

Collaborated with cross-functional teams to design the website for the 2021 World Intelligent Manufacturing Conference and partnered with the tourism department to develop digital assets for promotional campaigns. Assisted in front-end programming and contributed to optimizing website functionality and user experience.

### **Graphic Design Intern - Chenyu Culture Development Co., Ltd**

Shanghai, CN | Feb 2021 – Apr 2021

Designed anti-fraud promotional materials for the Shanghai Municipal Public Security Bureau. Created injury prevention and safety promotion products, along with household goods, for residents in the Tianlin Neighborhood, Xuhui District, Shanghai.

## LEADERSHIP

### **Visual Design Lead & Co-Founder - World of Brain Studio (WOB)**

Shanghai, CN | Jan 2021 – Present

A designer toy studio dedicated to showcasing whimsical ideas and exploring the mental world. Participated in major events such as Wonder Festival 2021 and 2022, and CTBS. Managed the visual coordination, design, promotion, and successful launch of the COVID Fighter series and Peachy Piggy on the Modian crowdfunding platform.