

LAN XU

lan@lan-xu.com
(646) - 280-6837

GRAPHIC DESIGNER, VIDEO EDITOR

Objective

I believe that good design creates sustainable benefits for human beings and the environment around us. My goal is to obtain a position where I can actively apply this philosophy.

I am

Curious, Creative, Intuitive, Empathic, Insightful, Open-Minded, Independent, Detail-Oriented, Responsible and Easygoing

Skills

Graphic Design

Photoshop
Illustrator
Indesign
QuarkXPress

Web Design

Coda
Dreamweaver
Wordpress
Drupal

Video / 3D

Final Cut Pro
After Effects
Premiere
Avid
Maya

Web

Language

HTML
CSS

JavaScript
ActionScript

PHP
MySQL

Experience

Freelance

Graphic / Web Designer

2007-Present

- + Designed websites layouts by using Photoshop, Illustrator, Dreamweaver, and Flash
 - + Coded HTML/CSS , javascript, simple php + MySQL, and offered professional Wordpress theme modification
 - + Designed printed posters, brochures, business cards, logos, signs, etc.
 - + Developed brand concepts and designed branding packages
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Wall Street Chinese Consulting, New York, NY

Visual Designer / Digital Marketing Manager

2010-Present

- + Designing company visual communication contents (Poster, Brochure, Postcard, etc.)
 - + Designed and maintaining company's website
 - + Coordinating and executing company's social media strategy (facebook, meetup, twitter)
 - + Managing online advertising (Google AdWords, craigslist)
 - + Designing and managing Email marketing campaigns by using MailChimp
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Modern Sky Entertainment (USA), New York, NY

Video Production Director

2010-Present

- + Shooting documentary videos and live music performance
 - + Editing videos by using Final Cut Pro
 - + Compressing edited video for web streaming at www.caoker.com
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HSU+ASSOCIATES, New York, NY

Part-time Graphic Designer

2010-2011

- + Designing book and magazine layouts by using Adobe Indesign

Bern Dibner Library of Science and Technology, 2010-2011
Brooklyn, NY
Part-time Graphic Designer

- + Designed and created printed communication and information materials (Brochures, Library Signages, Posters, Guidelines, Bookmarks)
- + Worked with printing team and delivered high quality printing products
- + Designed web banners for the library's website

China Central Television, Beijing, China 2007-2008
Non-linear editor Intern

- + Organized video footages
- + Edited videos for CCTV-7 weekly TV show by using Avid Media Composer

"Tibetan Book Of the Death" live multimedia Performance 2007
at Asia Society, New York, NY
Visual Effect Intern

- + Modeled Low polygon 3D characters for the multimedia performance by using MAYA
- + Created UV normal/displacement mapping for the 3D models

ANC Antique Home Decor, New York, NY 2006-2007
Graphic Designer/Sales Associate

- + Designed store business cards, posters, and brochures
- + Sold antique Asian furniture and art work
- + Offered customer service

Education

Polytechnic Institute of New York University Integrated Digital Media, MS — 3.9 GPA	2008-2010
Southwest Jiaotong University (China) Communication, BA — 3.65 GPA	2004/2008
Polytechnic Institute of New York University Digital Media, BS — 3.733 GPA	2005-2007

Language

English (Fluently)	Mandarin ((Native Speaker)
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Interests

Zen Buddhism, Philosophy, Psychology, Meditation, Tea, Indie Music and Spicy Food