

ARIA HE

Visual Designer

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📍 Melbourne

EDUCATION

Bachelor of Design,
Visual Communication
Design with honors

Massey University
2016 - 2019

Master of Design
Monash University
2023

Graphic Design
exchange program
Dundee University
2018

EXPERTISE

Branding
Graphic Design
Motion Design
Videography
Web Design

PROJECT EXPERIENCE

- Beijing Winter Olympic Games
- Sieman Transport Exhibition,
- CGTN Chinese Global Television Network
- CMG Chinese Media Group
- China Tower
- Canton Fair
- EG magazine
- Wonder Project
- Diversity Agenda

ABOUT ME

I am a proactive, self-motivated graphic designer with two years of valuable experience in the dynamic creative industry. My work is driven by a passion for creating fresh and original designs that align with briefs with an attention to detail.

My multidisciplinary design background in graphic design, motion design, videography, UI/UX enable me to think and design from different perspective. I thrive on generating imaginative, out-of-the-box concepts that fit into design brief. With a comprehensive skill set, I am well-versed in the entire design process – from taking initial design briefs through to research, design ideation, layout design, artwork creation, printing and delivery to the client. As a communicator at heart, I excel in interpersonal skills and enjoy both collaborative team environments and direct client interactions.

WORK EXPERIENCE

○ May 2023- Present
Bio Care Au

Graphic Designer and Marketing

- Website design for the brand
- Marketing collateral design
- Package design for skin care product, include select package material
- Come up with marketing campaign ideas.

○ 2021 July - 2022 May

Dongdao Creative Branding Group

Visual Designer

- Brand design
- Poster design and brochure design
- Packaging and illustration
- Motion Graphics
- UI Design

Key projects:

Beijing Winter Olympic, Sieman transport exhibition,
Chinese Global Television Network, China Tower

○ 2020 - 2021

Engineering New Zealand

Graduate Designer

- Illustration for magazine
- Brochure Design, flyer design for marketing purposes
- Website Design
- Graphic content design for social media
- Annual report layout design
- Book design for children's book
- Photography for events and videography for interview and school program
- Video production including editing and animation
- UI design for internal app

Key projects:

EG magazine, ENZ, Wonder Project, Diversity Agenda