

HUGO HSI

Designer

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Skills

Design

- Adobe Creative Suite
- Figma
- Sketch
- Canva

Video

- Premiere Pro
- After Effects
- Final Cut Pro
- LottieFiles

3D / Animation

- Blender

Code

- HTML
- CSS
- JavaScript

Languages

- English
- Chinese Mandarin

Achievements

Graphic Design USA

- Received Graphic Design USA's American Inhouse Design Award for Lookout's RSAC Booth Design

Company Rebranding

- Contributed to Lookout's rebranding and established a new visual standard.
- Organized the Figma library for improved design collaboration.

Motion Graphics

- Introduced in-house motion graphics capabilities at Lookout for the marketing team.

Education

Parsons School of Design - Graphic Design Major

Aug 2019 - May 2023

Work Experience

Lookout - Design Production Intern

June 2022 - May 2023

- Collaborated cross-functionally with copywriters and team members to conceptualize and create assets for diverse marketing campaigns, events, and various collateral materials.
- Utilized advanced features of Figma, including components and variants, to enhance design consistency, streamline workflows, and ensure scalability for future projects.
- Crafted dynamic GIFs using After Effects and optimized them with LottieFiles to significantly improve web load times, enhancing the user experience.
- Developed informative and visually compelling infographics and diagrams that effectively showcased the capabilities and value proposition of Lookout's products.

Tzu Chi - Graphic Designer

Dec 2020 - Nov 2021

- Crafted engaging social media banners, eye-catching printed ads, and thoughtful thank you cards to support marketing initiatives and strengthen brand identity.
- Leveraged Adobe Illustrator to employ intricate patterns, creating a cohesive and visually appealing theme across all design materials.
- Designed and established a versatile presentation template, ensuring a standardized and professional look for repeated use throughout the program.

Association of Northern CA Chinese Schools - Designer

May 2017 - Aug 2020

- Contributed to the organization's growth by playing a pivotal role in designing impactful visual assets that enhanced the company's image and market presence.
- Spearheaded a comprehensive rebranding effort by redesigning key elements, including business cards, the company website, and color themes, resulting in a revitalized brand identity that resonated with the target audience and reflected the company's vision and values.

Personal Projects

Oducko Animations

- Collaborated with a small business owner to produce captivating 3D renders and animations of their product, employing Blender to bring the vision to life.
- Enhanced the animation's visual appeal and narrative flow by utilizing Adobe After Effects and Premiere Pro, focusing on color adjustments, precise timing, and integrating suitable music.
- Conducted research to identify music selections that aligned seamlessly with the business's overall brand, creating a cohesive and engaging audiovisual experience.