

JIATING SHI

Graphic Designer, Art Director

Contact & Info

Online Portfolio:
freezeshi.com

Contact:
jtshifreeze@gmail.com
626-529-6553

Education

MFA(Now):
California Institute of the Arts
(9/2023 - 5/2025)
Graphic Design

BFA:
Parsons School of Design
(8/2018 - 5/2022)
Communication Design

Skills

- +Brand Identity
- +Typography
- +Book & Editorial Design
- +Creative Coding
- +Motion Graphic
- +Illustration

Illustrator	<div style="width: 100%;"></div>
Indesign	<div style="width: 100%;"></div>
Photoshop	<div style="width: 100%;"></div>
After Effect	<div style="width: 100%;"></div>
Figma	<div style="width: 100%;"></div>
Html	<div style="width: 100%;"></div>
Css	<div style="width: 100%;"></div>

Professional Experience

Junior Visual Designer (Internship) (5/2024 - 8/2024)
Bytedance (TikTok)

- + Collaborated in the creation of the branding and visual design system for "Sponge Music," an AI-driven music software. Contributed to developing a cohesive brand identity, including logo, color palette and typography.
- + Designed exclusive merchandise for ByteDance's Global Music Department, creating visually appealing items that aligned with the department's brand values

Senior Editorial & Book Designer (Hybird) (9/2023 - Present)
知日知中, Published by CITIC. Press Group

- + Led the design of a series of art history books, and collaborate with the chief editor to develop binding, and editorial design.
- + Develop a cohesive typography system and select materials to ensure aesthetic excellence and reader engagement.

Junior Visual Designer (Shanghai) (3/2023 - 6/2023)
Tesla GIGA Factory China

- + Collaborated with the Tesla Visual Design team to develop engaging visual content for Tesla's sales, marketing, and delivery, driving customer engagement.
- + Designed Tesla China Magazine's monthly layout, ensuring brand consistency and market alignment.

Freelance Graphic Designer (New York) (2/2022 - 12/2022)
HONG (Film)

- + Collaborated with the film team and lead the design title sequences and movie posters.
- + Defined typography and color schemes, contributing to the film's visual narrative through graphic and motion graphics.

Awards & Exhibitions

Design 360 Annual Award (China)	(12/2023)
GDC Annual Award (China)	(12/2023)
BABF (BonJour Art Book Fair) (Changsha, China)	(12/2023)
ABC Book Fair (Shanghai, China)	(10/2022)
Metoo in China Exhibition (New York)	(11/2019)
ISPVA Exhibition (Paris)	(10/2019)
CADA Design Memo Exhibition (New York)	(10/2019)