

JIATING SHI

Graphic Designer, Art Director

Contact & Info

Online Portfolio:
freezeshi.com

Contact:
jtshifreeze@gmail.com
626-689-1553

Education

MFA:
California Institute of the Arts
(9/2023 - 9/2025)
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>
JavaScript	<div style="width: 100%;"></div>

Professional Experience

Senior Editorial & Book Designer (Hybird) (9/2023 - Present)
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.

Freelance Graphic Designer (Remote) (11/2021 - 1/2022)
Bao (Cafe)

- + Developed a comprehensive design system for brand identity, encompassing IP design, logo creation, typography selection, and color schematics.
- + Crafted custom illustrations for packaging, tailored to fulfill specific client specifications and brand narratives.

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)