

# Han Xu

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## Experience

### Art Direction Intern

New York, NY

#### NEON | A IPG Health Company

Jun 2025 – Aug 2025

- Developed an unbranded healthcare awareness campaign with motion assets, style guide, and launch installation concepts for cohesive cross-platform visuals. Launching one indication with full ecosystem rollout.
- Creative lead on visual concept for a Parkinson's awareness campaign pitch, leading a 12-member team to deliver ads, event activations, and patient materials adopted across markets.

### Branding Intern

New York, NY

#### Afternoon Culture - Creative & Digital Branding Agency

Jan 2025 – May 2025

- Create motion-driven launch campaigns for *For the Blazer* podcast, delivering teasers, CTAs, and recaps that increased cross-platform engagement by 40% in the first month.
- Produced two complete brand case studies, *Cross Movement Convening* and another client, from research to measurable results, each adopted as official portfolio showcases.
- Designed motion logos for *Summer of Carlos*, *Rite*, and *Cross Movement Convening*, boosting brand recall by over 25% in post-launch surveys.

### Social Media & Marketing Intern

London, United Kingdom

#### Visualist - Creative Application Development

Feb 2024 – April 2024

- Developed graphic assets, including icons, post templates, and avatars, of new branding to build cohesive visuals for Instagram based on brand understanding; conceptualized brand partnerships and brainstormed content for 6 blogs.
- Executed 2 marketing campaigns in 3 targeted industries; researched the characteristics, demands, and user patterns of the businesses in these industries; crafted social media strategies and 4 posts; collaborated with 2 influencers.
- Identified and engaged potential clients through product demo presentations, increasing brand interest, revenue by 5%.

### Art Direction Intern

Shanghai, China

#### YOKUAIDI - Creative & Consulting Advertising Services

May 2023 – Aug 2023

- Pitched internal proposals and promoted conceptual ideas for the luxury brands LV, Gucci, Wellendorff, and Mugler; planned and researched for Gucci's 2024 Chinese New Year promotion; created compelling visuals by integrating artistic vision and design expertise, enhancing the overall marketing strategy.
- Designed the UI/UX and animations for LV's China Perfume E-commerce app, leading to its successful launch; developed visuals and UI for Mugler China's mini-app.
- Created AI-enhanced image content for the DEVIALET China 618 campaign, boosting the brand to rank 4th in June's tech rankings on Chinese social media platforms.

### Podcast Editor & Producer

Remote

#### Killing TV – Podcast Production

Nov 2021 – Feb 2023

- Produced and edited podcasts discussing British and American TV shows, accumulating 100K+ followers on a single platform and reaching a maximum of 60K listens per episode.
- Authored over 400 TV show reviews and 300 articles annually on Chinese social media platforms, each of which garnered over 1,000 likes, bringing the social media account 50K+ followers and 40K likes.

## Miscellaneous Experience

### Motion Designer Freelancer

Remote

#### Audemars Piguet

Jun 2024 – Aug 2024

Led the motion graphics component of a major product interactive landing page launch by creating dynamic visuals and animations for presentations and advertisements, which contributed to a successful launch event attended by over 500 participants and generated \$1M in sales within the first quarter.

### Usher, Huntington Theater

Boston, MA

## Education

### Boston University (BU) College of Communication

Boston, MA

*Double Bachelor of Science in Advertising and Film & Television*

May 2025

GPA: 3.56/4.0; Dean's List (Top 10%)

**Study Abroad:** Boston University, London: Advertising & Marketing

## Skills & Capabilities

**Software:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, and Firefly), Microsoft Office Suit, Figma, Blender, Final Draft, Webflow, Framer, Movie Magic

**AI Platforms:** Mid journey, ChatGPT, Claude, Perplexity, FireFly, Runway, Dall-E

**Skills:** Pitch Concepting, Storytelling, Ideation, Producing, Visual Design, UI/UX, User Research, Web Design,