

CELINA SHI

www.celina.website

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SKILLS

Softwares: Adobe Creative Suite (**Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Firefly, Dimension**), Figma, Canva, Midjourney, Stable Diffusion, Runway, Sora, ChatGPT, Nano Banana (*AI asset experimentation*), Blender, Procreate, CapCut, Webflow, HTML / CSS, PowerPoint, Keynote, Excel

Skills: Brand Identity, Brand Storytelling, Print and Digital Design, Typography, Layout Hierarchy, Concept Development, Product Visualization, 3D Rendering, Mockups, Asset Creation, Image Editing/Retouching, Social and Mobile Content, AI-Assisted Creative Workflows, Generative Image, Rapid Prototyping and Iteration, Web Design (Webflow), UI Asset Design, Stakeholder Presentations, Production Handoff

SKILLS

Rayfu

Freelance Graphic Designer

KaoHsiung, TW

August 2022 – November 2025

- Improved usability by leading end-to-end brand and digital design across product pages, icon systems, flowcharts, AI-generated hero banners (Midjourney), and 50+ 3D product renders for print and digital touchpoints.
- Reduced packaging costs by 50% while strengthening brand consistency through the design and execution of scalable packaging systems for two core product lines across white and kraft formats.
- Accelerated workflows and cross-functional collaboration by building editable templates (Canva) and delivering 3D mockups and prototypes for stakeholder presentations and rapid iteration.
- Increased trade show engagement and brand storytelling by conceptualizing and executing three consecutive years of event campaigns (2023–2025) with large-format environmental graphics and supporting assets.

Zen Wushu Academy

Freelance Graphic Designer

East Hanover, NJ

July 2022 – December 2025

- Established a cohesive visual identity across programs and events by designing brand-driven apparel systems, including competition jerseys and AI-assisted illustrated collections.
- Expanded brand visibility across print and digital channels through the delivery of multi-channel campaign assets (posters, banners, ads, merchandise) while advising on print production and materials.
- Increased social engagement and reach by developing social-first marketing campaigns across Facebook, Instagram, and WeChat, producing static, motion, and short-form video content.
- Aligned creative with business goals by partnering with stakeholders to translate program objectives into clear, compelling visual storytelling for openings, trials, camps, and seasonal promotions.

Kimiko

Graphic Designer

Bogota, CO

June 2022 – March 2025

- Built and scaled a complete brand system from the ground up, owning visual identity across logo, typography, packaging, signage, menus, uniforms, large-scale environmental graphics, animated in-mall ads.
- Streamlined production by leading end-to-end workflows and coordinating with manufacturers from concept through bulk production for packaging, merchandise, and in-store materials.
- Drove customer engagement and brand growth by directing campaigns, promotions, influencer collaborations, and managing Instagram content strategy.
- Ensured data-informed business decisions by conducting market research and customer insight analysis, evaluating suppliers and menu items based on cost, demand, and quality.
- Enabled multi-location expansion by supporting new store launches, collaborating cross-functionally with mall teams, and managing 20 employees overseeing scheduling, payroll across three locations.

EDUCATION

Queens College – City University of New York
Bachelor of Fine Arts (Animation & Illustration)

Queens, NY
2022