

I am a graphic and product designer, merging strategic research and identity system, loving design and beautiful shoes.

Cason(Chenxu) Huang

Work Experience

JUN 2024 - JAN 2025

Shenzhen, CN

Brand Designer United Design Lab

- Partnered with seniors to design brand visual identities, logos, and collateral
- Built mood boards, conducted research, and designed client proposal decks
- Assisted on-site photo shoots, retouching, and print-ready vendor prep

JAN 2024 - MAY 2024

Baltimore, US

Teacher Assistant Maryland Institute College of Art

- Assisted faculty in developing curriculum, slides, and branding assignments
- Guided 20+ students on brand identity concepts, typography, and execution
- Led design software demos, critique sessions, and graded course projects

JAN 2023 - JUL 2023

Shanghai, CN

Freelance Visual Designer aolab design

- Designed brand, web, and event visuals for global clients including Budweiser, Peet's Coffee, and Unilever
- Developed responsive web layouts and digital assets to enhance user engagement and brand presence
- Created environmental graphics, and visual assets for offline brand exhibitions and pop-up events
- Produced multi-channel marketing collateral across print and digital media adhering to brand guidelines

Education

2025 - 2026

MPS in
Communication Design
Parsons School of Design

2023 - 2024

MA in Graphic Design
Maryland Institute College of Art

2017 - 2021

BE in Software Engineering
Jiangxi University of
Finance and Economics

Skill

Software

Illustrator Photoshop

Figma InDesign

Premier After Effect

Keynote Blender

Webflow Flora

Hard Skill

HTML /CSS Javascript

Product Design

Branding Design

Publishing Design

DSLR Photography

Language

Mandarin (Native)

English (Fluent)

Award

2024

Finalist
New One Awards 2024

2024

Finalist
Asia-Pacific Design 2024

2024

Bronze Award
Hiiibrand Award 2024

2023

Merit Scholarship
Maryland Institute College of Art

2023

Rookie Award
Global Chinese Graduate
Art & Design Competition

2021

Excellent Thesis
Jiangxi University of Finance and
Economics school of software

2021

Departmental Scholarship
Jiangxi University of
Finance and Economics