

## HAOLAI (FRANCIS) ZHOU

[ WELL-ROUNDED DESIGNER ]  
[ BRAND STRATEGIST ]  
[ PROBLEM SOLVER ]

### [ PROFILE ]

With over 8 years of art direction and visual design experience in both in-house and agency. I am dedicated to creating impactful visual storytelling, meaningful experiences, solving business problems, and bringing result-driven impacts to products and brands.

### [ SKILLS ]

Art direction	Social media strategy	User research
Brand design	Product design	Usability testing
Brand strategy	User experience design (UX)	Accessibility
Brand guideline	User interface design (UI)	Project management
Visual design system	Design systems	Prototyping
Presentation design	Product thinking	Video editing
Global campaigns	Product strategy	Motion graphic
Marketing material	Design thinking	Animation

### [ WORK EXPERIENCE ]

#### SR. VISUAL DESIGNER, GLOBAL CREATIVE

##### UDEMY, Inc. San Francisco 2022-present

Working on the visual designs for marketing material and courses' promotion based on the brand guidance, and continually evolving the Udemey global brand identity across multiple digital channels and global campaigns. Work as lead designer directly with Udemey Partnerships in Asia market to expand the impact and awareness of Udemey global brand.

#### SENIOR BRAND DESIGNER

##### SAN FRANCISCO BALLET, San Francisco 2020-2022

Not only taking charge of all design requirements for the whole company, but also focusing on building up the whole brand style design, and create a new 2021 Season Design Style Guide for SF Ballet. The new design direction affects both print and digital production designs for new 2021 seasonal upcoming ballet programs and special events. The design material is also essential for driving tickets sale.

Work directly with all departments, and making direction/suggestions of design details to keep the consistency of the SF Ballet brand.

#### SENIOR VISUAL DESIGNER

##### KOLMOSTAR, Fremont, CA 2019-2020

Working with the marketing team on the visual identity design for the pre-launch of the new product "Pupstar GPS tracker". Taking charge of graphics design requests, especially for Monthly Magazine, print advertising. Also, working on multiple e-commercial projects such as Social Media promotion design, Advertising.

[ WEB ]  
haolai-francis-zhou.com

[ EMAIL ]  
franciszhou216@outlook.com

[ TEL ]  
+1 415-691-0983

[ ADD ]  
33 Union SQ,  
Apt 533  
Union City, CA 94587

**HAOLAI  
(FRANCIS)  
ZHOU**

## [ WORK EXPERIENCE\_continued ]

### GRAPHIC DESIGN SPECIALIST

#### SAN FRANCISCO BALLET, San Francisco 2017-2019

Work directly with the Design team and Marketing Managers to conceptualize, execute and produce printing production designs for our upcoming ballet performances, campaigns, and San Francisco Ballet School Education Programs. It includes program books, brochures, posters and any advertisements for our performances and events. Also, work directly with Web Media Manager on our web visual design and social media graphics.

### BRAND DESIGNER

#### YIBANG DESIGN, Shanghai, Beijing & San Francisco 2019

Work remotely with Art Directors, both located in Shanghai and San Francisco office, for multiple Clients in China. The team works closely on brand identity, visual communication, digital marketing, and environmental design.

### MARKETING GRAPHIC DESIGNER

#### JINS Eyewear US, Inc. San Francisco 2017

Printing production and digital marketing collateral. Especially, redesigning In-Store graphics, signages, web graphics, social media, email templates and outdoor advertising. Translate business and marketing objectives into designs that are simple, compelling, and visually engaging.

### FREELANCE DESIGNER 2012-Present

Designed identity system, application, website and related products for client projects. Collaborated with clients to create the initial vision, conceive designs and consistently meet deadlines and requirements.

## [ DESIGN AWARDS / ACHIEVEMENT ]

### 2024 MUSE CREATIVE DESIGN AWARDS

#### SILVER WINNER (2)

For "Silence is not an option", Branded content-Diversity / Social

### 16<sup>TH</sup> INTERNATIONAL DESIGN AWARD

#### IDA 2023, HONORABLE MENTION

For "Moco Pet Brand Identity", Print / Corporate Identity, Logos, Trademarks and Symbols Design

### 2023 AMERICAN GRAPHIC DESIGN AWARD

Presented by Graphic Design USA

For "Moco Pet Brand Identity"

### 15<sup>TH</sup> INTERNATIONAL DESIGN AWARD

#### IDA 2022, HONORABLE MENTION

For "CalBlueDream", Print / Corporate Identity

### [ WEB ]

haolai-francis-zhou.com

### [ EMAIL ]

franciszhou216@outlook.com

### [ TEL ]

+1 415-691-0983

### [ ADD ]

33 Union SQ,  
Apt 533  
Union City, CA 94587

## HAOLAI (FRANCIS) ZHOU

### PARIS DESIGN AWARD

DNA 2022, WINNER (2)

Winning Designer: Haolai Zhou, Siqi Wu  
For "CalBlueDream", Category: Branding; Logo Design

### LONDON INTERNATIONAL CREATIVE COMPETITION

2021, SHORTLIST WINNER

For "CalBlueDream", ILLUSTRATE (Graphic) - Professional

### 2021 AMERICAN GRAPHIC DESIGN AWARD

Presented by Graphic Design USA

For "Pupstar", Brand Identity

### 2021 MUSE CREATIVE DESIGN AWARDS

PLATINUM WINNER

For "Pupstar", Corporate Identity / Logo Design

GOLD WINNER

For "Pupstar", Corporate Identity / Brand Identity

GOLD WINNER

For "Pupstar", Corporate Identity / Other Graphics

### A' DESIGN AWARD WINNER

2020-2021, SILVER

For "Pupstar", Brand Identity  
Category: Graphics and Visual Communication Design

### LONDON INTERNATIONAL CREATIVE COMPETITION

2020, FINALIST WINNER

For "Pupstar", ILLUSTRATE (Graphic)

### 14<sup>TH</sup> INTERNATIONAL DESIGN AWARD

IDA 2020, GOLD

For "Pupstar", Print / Corporate Identity

IDA 2020, SILVER

For "Pupstar", Print / Logos, Trademarks and Symbols

IDA 2020, SILVER

For "Pupstar", Print / Other Graphic Designs

### PARIS DESIGN AWARD

DNA 2021, WINNER (2)

Winning Designer: Haolai Zhou  
For "Pupstar", Category: Branding; Logo Design

### INDIGO DESIGN AWARD

2020-21, SILVER AWARD

For "Pupstar", Logo Design

2020-21, BRONZE AWARD (2)

For "Pupstar", Branding / Integrated Graphic Design

### A' DESIGN AWARD WINNER

2019-2020, BRONZE

For "Option", Poster / Conference Design  
Category: Graphics and Visual Communication Design

[ WEB ]  
[haolai-francis-zhou.com](http://haolai-francis-zhou.com)

[ EMAIL ]  
[franciszhou216@outlook.com](mailto:franciszhou216@outlook.com)

[ TEL ]  
+1 415-691-0983

[ ADD ]  
33 Union SQ,  
Apt 533  
Union City, CA 94587

**HAOLAI  
(FRANCIS)  
ZHOU**

**2019 AMERICAN GRAPHIC DESIGN AWARD**

Presented by Graphic Design USA  
For "Silence is Not an Option", Poster Design

**13<sup>TH</sup> INTERNATIONAL DESIGN AWARD**

IDA 2019, **GOLD**  
Winning Designer: Haolai Zhou  
For "Option", Print / Posters

IDA 2019, **SILVER**

For "Typographic Conference Design", Print / Posters

IDA 2019, **BRONZE**

For "Typographic Conference Design", Print / Collateral Material

IDA 2019, **BRONZE**

For "The Outlook", Print / Corporate Identity

**PARIS DESIGN AWARD**

DNA 2020, **WINNER**

Winning Designer: Haolai Zhou  
For "The Outlook", "The Pursuit", and "Silence is not an option"  
Category: Key art (Posters, covers, illustration)

**CREATIVE COMMUNICATION AWARD**

C2A 2020, **WINNER**

Winning Designer: Haolai Zhou  
For "Silence is not an option", Poster-Informative / Motivational / Other Graphic Design

2013 EXCELLENT AWARD OF NANJING KEYI PACKAGING DESIGN COMPETITION

**[ PUBLICATIONS & MEDIA RECOGNITION ]**

[Creative Boom \(Media publicaiton / eNews\)](#)

"A New Height in Global Design: Haolai Zhou's Brand Image Innovation at Udemy,"  
published on platforms on NetEase (163.com) and Sohu (sohu.com)

"From San Francisco Ballet to Pupstar: The Art and Innovation in Haolai Zhou's Design Journey," featured on Tencent (QQ.com) and Phoenix Media (Ifeng.com)

"A New Force in the Design World: The Impact of Haolai Zhou's Design," published by Sina (sina.com)

A' Design Award Winner Designs' Year Book, 2020-2021

The Annual IDA Book of Designs, 2020\_Print Edition

A' Design Award Winner Designs' Year Book, 2019-2020

Designer Interview from A' Design Award, 2020

GDUSA January 2020 Newsletter (eNews)

GDUSA December 2019 Annual Book\_Print Edition  
-The Digital Edition published on [issuu.com](#).

The Annual IDA Book of Designs, 2019\_Print Edition

[ WEB ]  
[haolai-francis-zhou.com](http://haolai-francis-zhou.com)

[ EMAIL ]  
[franciszhou216@outlook.com](mailto:franciszhou216@outlook.com)

[ TEL ]  
+1 415-691-0983

[ ADD ]  
33 Union SQ,  
Apt 533  
Union City, CA 94587

## [ AFFILIATION ]

AIGA Member (The American Institute of Graphic Arts), San Francisco Chapter  
AIVA Member (The Academy of Interactive & Digital Arts)

## [ JURY MEMBER ]

The Communicator Art Design Awards  
W3 Awards  
Davey Awards

## [ EXHIBITION ]

My design work, Pupstar Brand Identity, has been exhibited in Italy, at Museo del Design - Via Bellinzona 15, 22100, Como / Italy, from 1st of June, 2021 to 18th of June, 2021, as part of a very prestigious international good design exhibition.

Discover my work here: <http://www.designers.org/design.php?ID=114266>

## [ SOFTWARE SKILLS ]

Adobe Creative Suite, After Effects, Adobe Experience Design, Webflow, Figma, Sketch, Cinema 4D, Photography, InVision, Live Surface, HTML & CSS

## [ LANGUAGES ]

English, Mandarin

## [ EDUCATION ]

ACADEMY OF ART UNIVERSITY  
San Francisco, CA  
Master of Art, School of Graphic Design 2017

NANJING NORMAL UNIVERSITY  
Nanjing, China  
BFA School of Graphic Design 2014

[ WEB ]  
[haolai-francis-zhou.com](http://haolai-francis-zhou.com)

[ EMAIL ]  
[franciszhou216@outlook.com](mailto:franciszhou216@outlook.com)

[ TEL ]  
+1 415-691-0983

[ ADD ]  
33 Union SQ,  
Apt 533  
Union City, CA 94587