ZHOUYANG LU

Graphic & UI/UX Designer

PROFILE

Zhouyang Lu is a creative, innovative, and passionate graphic and digital media designer with 4 years of experience in designing engaging logos, posters, web pages, UI/UX, brochures, promotional videos, etc. In his MA study in Digital Media at York University, he has commenced research or publication of works and papers focusing on the intersection of Design, interactive technologies and Data visualization.

CONTACT

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EDUCATION

York University
Sept.2015 – May 2019
• **B.A. Spec. Hons. Digital Media**
•Chinese Student and Scholar Association, Designer

York University
Sept. 2019 – May 2021
• **M.A. Digital Media**
Committee: Joel Ong, Michael Longford
• MAKERSPACE, Design consultant
•SENSORIUM, Graduate Research Associates and Design consultant

LANGUAGE

English and Chinese

EXPERIENCE

TIANTIAN International Group Co. ,ON, Canada
Design Director Sept. 2018 -Sept. 2020
• Spearheaded the company's external marketing communication and brand strategies. Enhance user interface and presentation of external promotional documentations.
• Oversaw the departmental collaboration within the company

L-ZY Design Studio. ,ON, Canada
Founder May. 2017 – present
Founded and established L-ZY design studio, designed brand, website, set up organization structure and communicated with potential customers.
• Rinascere, Brochure design, 2018
• CPE, Logo design, 2017
• DAKACAR, Branding design, 2018
• KOIBasketShop Branding design, Website design, 2021
• HKSweet Poster design, Menu design, 2019

HCR fitness inc. Toronto, ON, Canada
Lead Designer, Sept. 2016 – Sept. 2018
• Designed promotional materials including logos, website, banners, poster brochures, etc.
• Lead the video promotion team to produce in- house animation, social media promotional contents in clouding videos, graphic artworks and outsourced audio processing.

ERGO STUDIO, Wenzhou, Zhejiang, China
Designer, May. 2017 – Aug. 2017
• Completed various projects on 3D Modeling utilizing AutoCAD map
• Worked closely with a diverse team of 8 individuals and performed different tasks upon request

PUBLICATIONS

Papers in Refereed Conference Proceedings
"Uncanny, Hyperreal, Supernormal Virtual Relationships" Zhouyang Lu, Presentation Proceedings of ISEA2020, Montreal.

"Not Suitable for Breathing: COVID-19 Diversified Data Visualization" Zhouyang Lu, Presentation Proceedings of The IEEE VIS 2021 Arts Program, Virtual.

EXHIBITIONS

Solo exhibitions
Not Suitable for Breathing
• The IEEE VIS 2021 Arts Program, Virtual. October 2021
https://visap.net/

The Breathing Art
• DesignTO Festival. Toronto International Design Centre, and Virtual. Jan 2021
https://designto.org/event/the-breathing-art/
http://www.thebreathingartproject.com/

Group exhibitions
Proximal Spaces
• FACTT – Festival of Arts and Sciences (virtual) May 2021
• DesignTO Festival. Toronto International Design Centre, and Virtual. Jan 2021
http://www.proximalspaces.com/
https://designto.org/event/proximal-spaces/

Wetrospective
• Art Gallery of York University 26 Sept. 2021
https://agyu.art/project/wetrospective/

SKILLS

• Expert in Adobe Creative Suite, with a focus on Photoshop, After Effect, Illustrator
• Html and CSS, JavaScript, Java, Processing, Max8, Arduino, Unity, Ableton Live11
• Proficient in 3D Modeling software, which includes Sketchup, Rhino7