

SHIHAN HE

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Studied in Milan, Italy
From Chongqing, China

EDUCATION

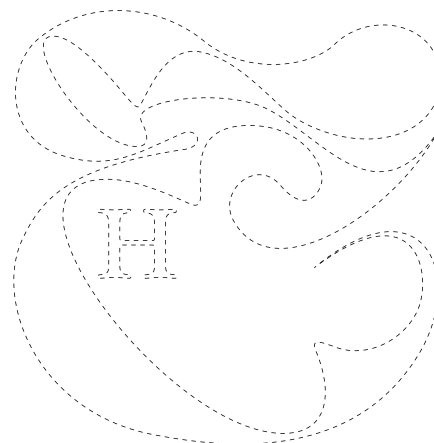
Nuova Accademia di Belle Arti(NABA) Milan, Italy 110/110 cum laude
Visual Design & IMC, Master's degree Graduated 2024

Chongqing Jiaotong University Chongqing, China
Industrial Design, Bachelor's degree Graduated 2020

EXPERIENCES

Graphic Designer Intern at Van Lennep Amsterdam, NL, January-June, 2024

- **MindWorkProductions** **Rebranding/LOGO**
New visual identity and its implementation on social media and other communication materials.
- **Le Guess Who?** **Visual Identity/Motion**
New visual concept for Le Guess Who? 2024 edition in Utrecht, including announcement, line-up, and ongoing visual communication via digital and physical platforms.
- **Wereldmuseum** **Educational Project**
Redesign of the educational resource and materials based on museum's existed visual identity
- **London Calling 2024 edition** **Posters**



Design Sprint Challenge, Luxottica Milan, Italy, 14-17 June, 2022

- Strategies and visual concepts for launching Ray-Ban's new service on its U.S official website
- A multi-channel immersive communication strategy from customer's awareness to customers purchases

SKILLS

- Branding
- Motion Graphics
- Graphic Design
- Illustration
- Editorial Design
- Creative Coding
- Web Design
- Conceptualizing
- Illustrator
- Cavalry
- Indesign
- After Effects
- Photoshop
- p5.js
- Processing
- Glyphs