

Haiyu Zhou

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+1 (646) 732-5293

Experience

Intern at *NOON Studio*
2023, 3 months
New York, US

Led the concept design and fabrication of Gables Baldwin Park's identity.

Developed seasonal video wall concepts for Zero Irving.

Designed New Year merchandise and e-blasts for NOON studio, enhancing brand visibility and engagement with target audiences.

Education

Parsons School of Design
2020-24,
BFA Communication Design
(STEM program)
Minor in Photography

Software and Visualization

Expert in Adobe Creative Suite including InDesign, Photoshop, Illustrator, Premiere, After Effect, and Lightroom

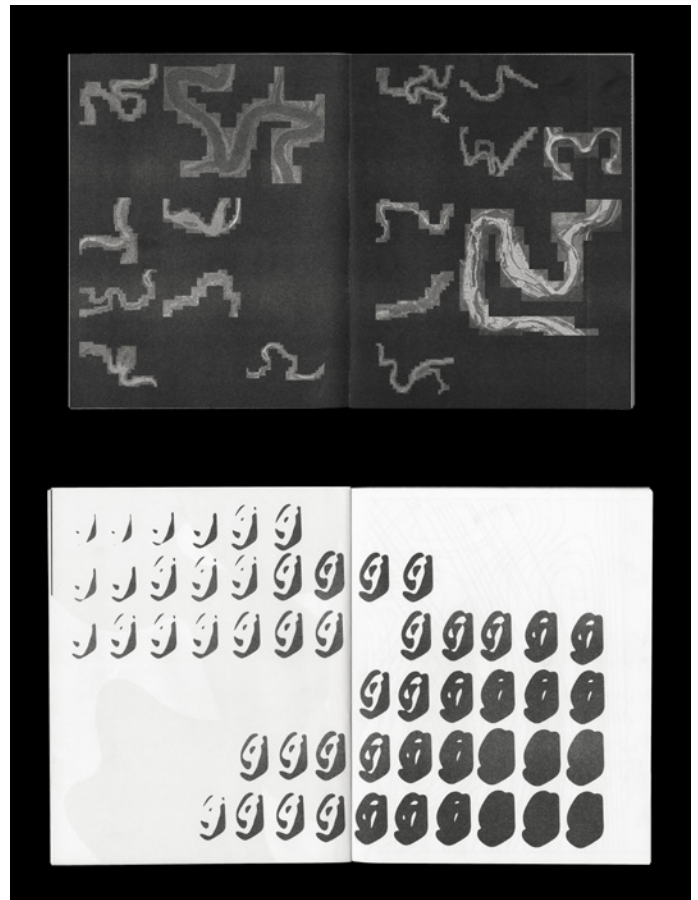
Digital photography including studio photography and urban landscape photography

Website coding using HTML, CSS and Javascript

Intermediate proficiency in Figma, Typetool 3

To Write a River
Typeface Design
2024

Flumen is a variable display font that is inspired by seasonal change of The Yangtze River's water level.

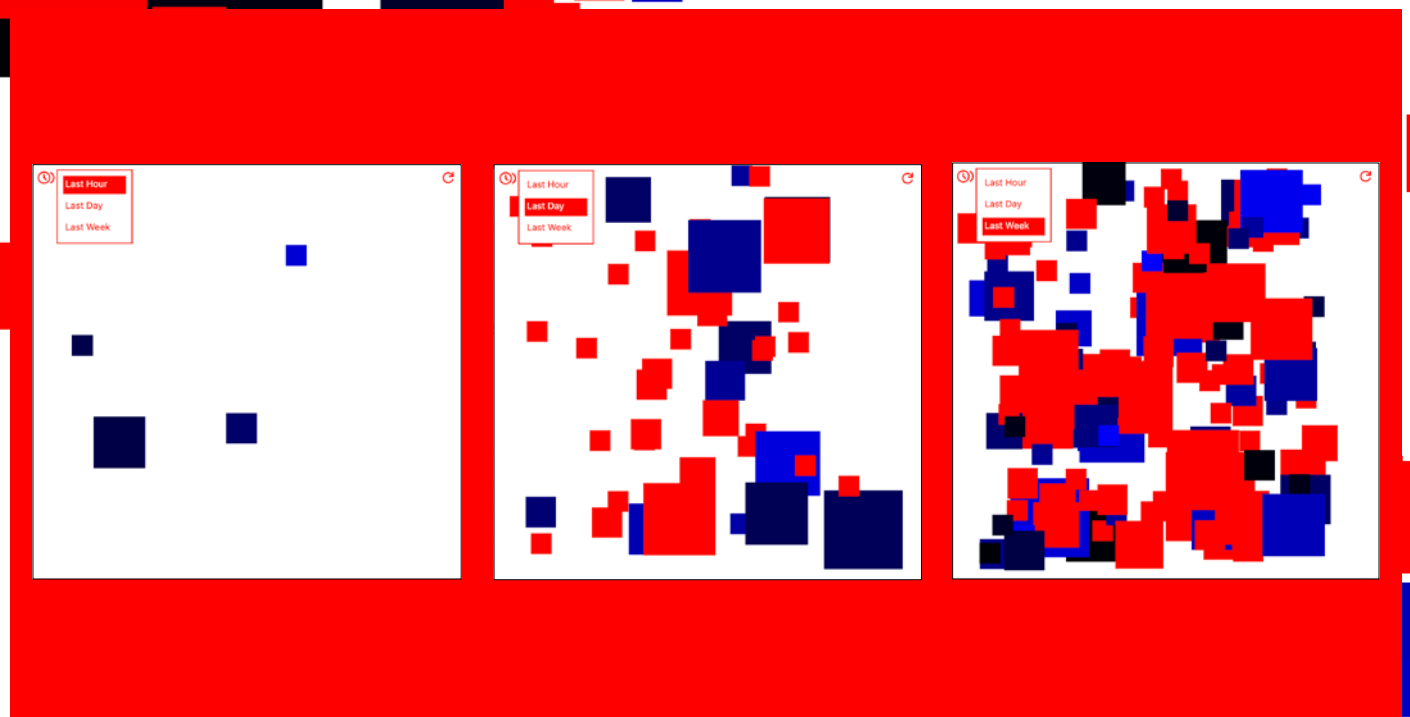
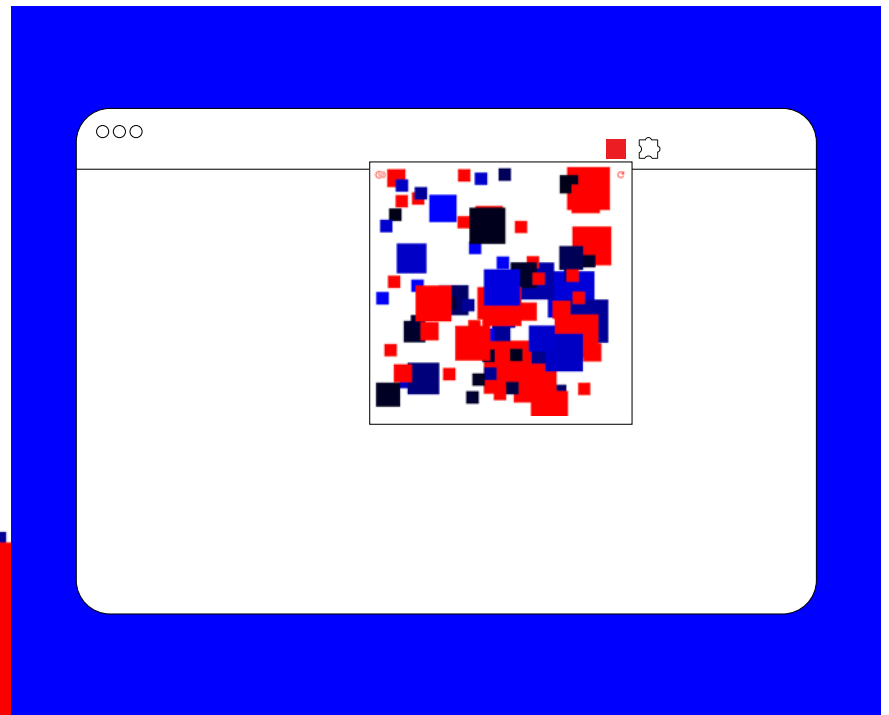


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Web Navigator
Chrome Extension
2023

*My website is a shifting house
next to a river of knowledge.*

Squares represent all your brows-
ing history. Color varies depend-
ing on its main domain, and size
rises as the clicked times rises.



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Holiday Wrapping Paper/
E-blast for NOON Studios NYC
Branding
2023



NOON

bright
merry
hurray
holly
jolly
naughty
cheers
jingle
jangle
nice

We are filled with gratitude for our spectacular year and our amazing new studio. Thank you to all our wonderful clients for all your support. Looking forward to creating a wonderful new relationship in 2024.

noon-ny.com

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New York, NY 10010
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212.457.4090

A 3D gift box with a black top and colorful sides. The top is labeled "NOON" in large white letters. The sides feature various holiday-themed words in different colors: "bright", "merry", "hurray", "holly", "jolly", "naughty", "cheers", "jingle", "jangle", and "nice". The box is set against a black background with a vibrant, abstract geometric pattern of red, green, and purple. Below the box, there is a paragraph of text and contact information.

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