

Quhan He

Communication designer with strong focus on UI/UX and marketing execution, combining visual storytelling with data-driven decision making.

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I Portfolio

I LinkedIn

EDUCATION

Parsons School of Design, New York — BFA in Communication Design

August 2022 - May 2026

- GPA 3.74 out of 4
- Merit Scholarship recipient

EXPERIENCE

BlueMedia-MadHouse Inc, Shanghai — Marketing Intern

Jun 2024 – Aug 2024

- Collaborated with cross-functional creative and marketing teams to deliver integrated campaigns across video, print, and social media platforms.
- Designed and launched product-focused media sites, managing post-launch content operations that sustained user engagement and improved content performance.
- Analyzed campaign metrics and user feedback to inform iterative design improvements, enhancing audience reach and interaction.

Theater Production: Huang Feihong's Clay Pot, Beijing —

Assistant Producer

Aug 2021 – Oct 2021

- Coordinated cross-team production workflows, including casting, scheduling, and rehearsals, ensuring timely execution of a multi-week performance project.
- Managed production budgets and end-to-end logistics for props, costumes, and stage operations.
- Led visual promotion strategy, designing posters and social media content to drive audience awareness and attendance.

BRTV, Beijing — Assistant Director Intern

Documentary Production: The Forbidden City

May 2021 – Aug 2021

- Coordinated multi-location documentary shoots, managing schedules and on-site logistics for production teams.
- Acted as liaison between film crew and cultural heritage specialists, supporting sensitive restoration and filming processes.
- Organized post-production workflows, including footage management and editing preparation for broadcast delivery.

PROJECT

Solo Unicorn Club — Promotional Poster Design

- Designed visual identity-driven poster series to amplify event visibility across digital channels.

Vyrao — Brand Strategy & Marketing Campaign

- Developed cohesive brand narrative and cross-channel campaign strategy to position the fragrance brand within a competitive market.

Kerang Kou's Qinghua Feicao Series — Packaging Design

- Designed culturally rooted packaging system to elevate product perception and user experience.

SKILLS

Marketing & Analytics

- Campaign Strategy, Content Design, Social Media, Performance Analysis

UX & Product

- Wireframing, Prototyping, User Flows, User Research, Usability Testing

Design & Tools

- Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Procreate

Web

- HTML, CSS, JavaScript

LANGUAGES

- English
- Chinese
- Japanese
- French