

HARRY XINGSHENG WU

Visual & Experience Designer | Generative Media, Motion, and Interactive Systems

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WORK EXPERIENCE

Chongqing Sangtiti Catering Management

Chongqing, China

Visual Designer *May 2023 – Jun 2024*

Led visual direction for digital campaigns across WeChat and Xiaohongshu, creating posters, UI assets, and short-form promotional content to strengthen brand visibility.

Produced 30+ marketing assets, including AI-assisted visual compositions, product photography, and edited videos for social media use.

Collaborated with lead architect and production teams on spatial branding, material selection, vendor communication, and on-site execution.

Beijing Sunsea Parking Management

Beijing, China

Graphic Design Intern *May 2021 – Aug 2021*

Designed branding materials, brochures, internal graphics, and digital assets across multiple departments.

Created logos and visual directions for annual corporate events, supporting a more consistent internal identity system.

Produced photography and video assets for marketing and internal communication across regional teams.

Coordinated with a 5-person cross-regional team on a national campaign, supporting concept development, production communication, and final delivery.

PROJECT/EVENT

Printed Matter - Artcenter Grad Press

Pasadena, CA

Independent Publisher *May 2026*

Exhibited and sold self-published print works based on thesis research, translating AI-generated moving-image studies into physical formats including prints, hand-bound books, brochures, zines, stickers, posters, and book objects.

Designed, produced, and assembled 15+ copies of each publication object, managing layout, printing, binding, material preparation, booth display, and direct sales.

Extended experimental media research into a public-facing publishing format, connecting print production with audience engagement and collectible design objects.

GLIDE Service Design Project

San Francisco, CA

Service Designer *Feb 2022 – May 2022*

Conducted field research at GLIDE to map client journeys, front-desk intake, and backstage service workflows.

Contributed as team designer and photographer, documenting service interactions and identifying pain points through on-site observation.

Designed a service optimization proposal using storyboards, journey mapping, and app concepts to help clients access services more clearly and efficiently.

EDUCATION

Artcenter College of Design
MFA, Media Design Practices
Pasadena, CA | 2024–2026 | GPA: 3.88

California College of the Arts
BFA, Graphic Design
San Francisco, CA | 2019–2022

SKILLS

Design & Branding
Photoshop, Illustrator, InDesign, Figma,
Visual Systems, Editorial Design

Motion & Video
Premiere Pro, After Effects, CapCut

Interactive & Web
HTML/CSS, p5.js, TouchDesigner

3D
Blender, Twinmotion

AI Workflow
Midjourney, Runway, Kling, Seedance,
OpenArt, Gemini

LANGUAGE

Chinese(Native)
English(Proficient)