

HARRY XINGSHENG WU

Visual & Digital Designer | Brand, Motion & AI-Assisted Production

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WORK EXPERIENCE

Chongqing Sangtiti Catering Management

Chongqing, China

Visual & UI Designer May 2023 – Jun 2024

Led end-to-end visual production for Anaago's brand campaigns, combining original photography and video with editing, motion design, compositing, and AI-assisted generation and refinement across social, digital, and on-site formats.

Managed WeChat and Xiaohongshu content planning and publishing for seasonal launches, events, and ongoing brand stories, helping grow the audience by 500+ followers; top-performing posts received hundreds of likes and saves.

Designed the end-to-end experience and high-fidelity prototype for a customer-facing WeChat Mini Program, defining user flows, information architecture, interface states, and reusable UI assets.

Collaborated with the art director and production teams to extend the brand across spatial graphics, materials, and on-site execution.

Beijing Sunsea Parking Management

Beijing, China

Graphic Design Intern May 2021 – Aug 2021

Developed visual direction and multi-format assets for annual events and departmental communications, including brochures, logos, and digital graphics.

Produced photo and video content and coordinated design delivery with a five-person cross-regional team.

SELECTED WORK

Field Brief — Apple Maps Concept Study

Los Angeles, CA

June 2026

Product / UI / Motion Design

Built an independent concept that turns weather, terrain, facilities, rules, and emergency information into prioritized pre-trip decisions.

Developed research synthesis, information architecture, high-fidelity UI, icon systems, motion prototypes, and a product film.

ZNTR — Brand & Web Experience

Pasadena, CA April 2026

Brand / Web / Motion / AI Visual Design

Created a modular identity system for a digital sports-culture archive, combining indexed editorial layouts, oversized typography, motion, and AI-generated imagery.

Translated the identity into a cohesive web experience and visual language across interface explorations and moving-image content.

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

AI Workflow
Midjourney, Runway, Kling, Seedance, OpenArt, Higgsfield, Codex

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