

# Esther Rou Jiao

<https://www.estherjiao.com/>

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## SKILLS

### Design

Branding, motion graphics, typography, 3D Renderings, illustration, UI/UX, photo retouching, web design and color theory.

### Softwares

Macintosh and PC platforms. AfterEffects, Cinema 4D, Illustrator, InDesign, Maya, Marvelous Designer, Photoshop, Sketch, Procreate, Html & Css Coding, Ableton Live.

### Studio

A variety of drawing and painting techniques – charcoal, oil and acrylic, photography and ceramics.

## EDUCATION

2020-2022

### School of Visual Art, NY, USA

MFA Computer Art

2016-2020

### Maryland Institute College of Art, MD, USA

BFA Graphic Design

2015-2016

### Springfield College, MA, USA

Exchange Student

2014-2015

### Sun Yat-Sen University, Guangzhou, China

BBA Management

## AWARDS & RECOGNITION

2023

### MUSE

PLATINUM WINNER “Overdose”

### IDA Design Awards

BRONZE WINNER

“Collection Exhibition”

2022

### INDIGO Design Award

Gold Winner “Overdose”

### GDUSA

American Graphic Design Award

“Bag it”

## WORK EXPERIENCE

12/2022-Current

### Acquco

Created captivating Amazon digital assets (product pages, media, ads), exceeding client expectations. Collaborated with senior designers for innovative branding, ensuring consistency. Proficient in design systems, enhancing efficiency and brand identity. Adaptable, met deadlines, skilled in 3D, video, motion graphics, boosting visibility. Crafted e-commerce designs, driving sales, and embraced feedback while managing multiple projects effectively.

06/2022-12/2022

### 132 Studio

Design support for design & branding projects including identity development, design applications across motion graphics, brochures, PowerPoint presentations, letterhead, business cards, motion graphics, etc.

06/2020-05/2021

### SVA Laboratory Assistant

Assisting students with the A\V software and hardware necessary to operate tools and equipment. Performing maintenance and keep lab facilities, equipment, and workstations in working order. Assisting with special events, projects, presentations, exhibitions and creating content for social media and digital platforms.

11/2018-04/2019

### TCC Square Magic Company

Successfully lead, manage, and design ancient Chinese visual-oriented playing cards for the client. According to the market, playing cards applied with traditional Chinese style is rare. Me and my team inspired by ancient embroider and printing style and produced two independent design solutions.

2018 Summer

### Fortis Advisory

Solely responsible for the design strategy and process, built up a visual identity for the company. A renewed company branding system includes logo, color palette, typography, imagery, voice, tone, and a branding guideline was provided by me.

## INTERVIEWS

### Shoutout LA

*Meet Rou Jiao | Designer, gamer & swimmer*, Feb 6, 2023, online

### AI-Tiba9

*10 Questions with Rou Jiao*, July 4, 2023, online

### ITSLIQUID

*INTERVIEW: ESTHER ROU JIAO*, September 2, 2023, online

### Team Art Insider

*Critical Reflection On AI From A Designer's Perspective*, November 30, 2023, online

### The Rogue Mag

*Thoughts behind “Overdose”*, November 30, 2023, online

### MUSE

*Interview with Rou Jiao from United States*, Dec 22, 2023, online

### WE AND THE COLOR

*Exploring the Uncanny: The New Typeface by Esther Rou Jiao*, Feb 21, 2024, online

### People of Print

*BLENDING PAST AND PRESENT: ROU JIAO'S INNOVATIVE JOURNEY IN PLAYING CARD DESIGN*, Mar 5, 2024, online

### Creative Boom

*Overdose: Esther Rou Jiao's animation shows why it sucks to Hoover up your emotions*, Mar 6, 2024, online