



Yunjia Hou

Designer + Media specialist

Portfolio: yunjiahou.com

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Experience

Vertex Pharmaceuticals

Graphic Designer (intern → contractor)

July 2023 – May 2024, Boston

- Designed marketing materials (digital & print) in alignment with brand identity, including business brochures, email banners, and infographics.
- Created presentation templates and posters for the company to use at international medical conferences, reaching thousands of attendees.
- Collaborated with cross-functional teams and print vendors to ensure seamless execution of design projects.
- Maintained and refined the department's design assets to enhance work efficiency.

Beijing News

APP Front Page Editor

Oct 2021 – July 2022, Beijing

- Created content and posters for the Editor's Pick section, contributing to the team's receipt of the "Best Content Operation Award of the Year," an internal company award.
- Wrote and sent pop-up breaking news notifications within a fast-paced work environment, demonstrating outstanding precision and efficiency.

China International Publishing Group

Social Media Editor

Sept 2020 – Sept 2021, Beijing

- Achieved an 8,000-follower increase on Facebook by creating compelling content, active follower interaction, and strategic post boosting.
- Managed content publication and maintained the company's website using WordPress.

Wentworth Institute of Technology

Communication Department Intern

July 2019 – Dec 2019, Boston

- Photographed important campus events, editing photos for distribution across all social channels and the website.
- Secured a 20% increase in followers for the school's official Instagram account within 5 months (from 3,000 to 3,600).

Bloomberg Businessweek/Chinese Version

Intern – Copy Editing

Feb 2017 – June 2017, Beijing

- Edited and proofread hundreds of real-estate and political stories for the APP.

Skills

Graphic design

Illustrator, InDesign, Figma
Photoshop, Canva

Web & Social media management

CMS (WordPress, Drupal), Instagram,
Facebook, Twitter, WeChat

Photography & Video

Lightroom, Premiere, After Effects

Data visualization

Power BI, Tableau, Flourish

Web design

HTML, CSS, JavaScript

UX research & UI design

usability testing, storyboarding,
wireframing, prototyping, responsive web

Others

Microsoft Office Suite, Google Suite,
Google Analytics

Education

Northeastern University

MS: Information Design + Data
Visualization, Sept 2022 – Dec 2023

Google UX Design Certificate

July 2023

Northeastern University

MA: Journalism, Sept 2018 – May 2020

Beijing Technology and Business University

BA: Journalism, Sept 2013 – June 2017

As a permanent resident, I don't require visa sponsorship. I'm flexible with the starting date.