



Yunjia Hou

Designer + Media specialist

Portfolio: yunjiahou.com

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Skills

Graphic design: Figma, Illustrator, InDesign, Photoshop, Canva

Web & Email & Social media management: WordPress, Drupal, Mailchimp, Hootsuite, Instagram, Facebook, Twitter

Photography & Video: Lightroom, Premiere, After Effects

Data visualization: Power BI, Tableau, Flourish

Web design: HTML, CSS, Dreamweaver, usability testing, storyboarding, wireframing, prototyping, responsive web

Others: Microsoft Office, Google Suite, Google Analytics

Education

Northeastern University

MS: Information Design and 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

Experience

Office of the Massachusetts State Treasurer and Receiver General

Marketing & Communications Coordinator (June 2024 – Present, Boston) (Contractor)

- Design assets for social media and promotional materials such as flyers, rack cards, and slide templates.
- Work on visual rebranding for the department's 10-year anniversary, including logo and email header.
- Develop communication strategies for the BabySteps Savings Plan and other Treasury programs.

Vertex Pharmaceuticals

Graphic Designer (July 2023 – May 2024, Boston) (Contractor)

- 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's utilization at national and international medical conferences, reaching thousands of attendees.
- Collaborated with cross-functional teams to ensure seamless execution of design projects.

Beijing News

APP Home Page Editor (Oct 2021 – July 2022, Beijing)

- Created content and posters for the Editor's Pick section, winning the "Best Content Operation of the Year," an internal company award.
- Wrote and sent pop-up breaking news notifications within a fast-paced work environment.

China International Publishing Group

Social Media Editor (Sept 2020 – Sept 2021, Beijing)

- Achieved an 8,000-follower increase on Facebook with compelling content, follower interaction, and 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 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 within 5 months (from 3,000 to 3,600).

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