

Esther Rou Jiao

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

799 S 3rd St · Harrison · NJ · 07029
(410)-938-1565 · estherjiao7264@gmail.com

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

12/2022-02/2025

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

Digital Arts Blog

Artist Interview: Esther Rou Jiao, Feb 17, 2024, online