

YUHAN SHEN

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EDUCATION

University of Southern California Los Angeles, CA
Master of Annenberg Public Relations August 2025-May 2027

- Relevant course work: Public Relations and Advertising Fundamentals and Strategy, Storytelling with Data Intelligence, Persuasive Writing

University of California Berkeley
Bachelor of Arts (BA) August 2023-May 2025

- Relevant course work: Advanced Digital Photography, Advanced Drawing and Painting, Video Projects, Introduction to Visual Thinking, Gender, Race, Nation & Culture

EXPERIENCE

Self-employed Berkeley, CA
Photographer/Graphic Designer May 2020-Present

- Collaborate with a diverse range of clients, from individuals to businesses, to deliver customized photography services tailored to needs
- Skilled in photo editing software such as Photoshop and Lightroom to enhance and finalize images for clients
- Handled customer service inquiries and phone calls professionally, resolving issues to customer satisfaction
- Needed companies design visual concepts and design posters for companies to communicate ideas inspire, inform, and captivate consumers

Neiman Marcus Orange, CA
Sales Associate March 2023-June 2023

- Delivered superior customer service by assisting customers promptly, efficiently, and courteously
- Processed register transactions professionally, ensuring a friendly and seamless checkout experience
- Handled customer service inquiries and phone calls professionally, resolving issues to customer satisfaction
- Strategized customized styling and fashion advice to clients, helping curate outfits reflected unique tastes and needs

Ralph Lauren Commerce, CA
Brand Ambassador April 2022-December 2022

- Engages in networking to start to build a clientele
- Providing a personalized and inspiring shopping experience
- Encouraged to create content for brands and help spread message

MEMBERSHIPS

Nono Studio | <https://norashenyh.wixsite.com/yuhanshen> Los Angeles, CA
Founder&Photographer September 2023-Present

- Created a photography studio dedicated to empowering women in the Bay Area, helping boost confidence through personalized photo sessions
- Led entire creative process, from concept development to directing photoshoots and managing post-production, ensuring high-quality outcomes tailored to each client's vision
- managed all studio operations, including client acquisition, project scheduling, budgeting, and marketing, to sustain a growing client base

Berkeley FAST Berkeley, CA
Organizer&Photographer September 2024-Present

- Contributed to Northern California's largest student-led fashion show and UC Berkeley's premier fashion organization
- Participated in high-profile shoots, collaborated with luxury brands, including Mugler, and styled shoots, providing photography and styling input
- Worked closely with fellow students and mentors, gaining hands-on experience in fashion photography, styling, and show production

SKILLS AND INTERESTS

Technical: Photoshop, Adobe Creative Suite, Canva, Graphic Design, Content Creation, Photography & Editing, Visual Storytelling, Social Media Strategy, Branding & Composition, Data Storytelling, Microsoft Office Suite, Google Analytics Basics

Language: English, Chinese, Cantonese