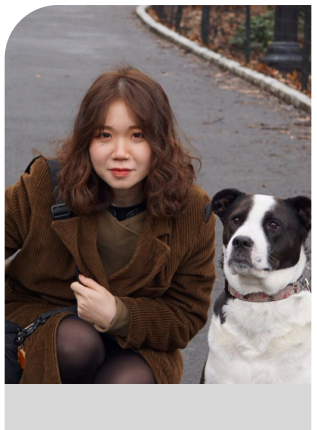

Xumei(Mei) Ge

Visual Designer & New Media Artist

Enjoying journey, Experiencing life, Creating art.

Personal Website: snowmonsterge.com
Email: xuemei.ge@aalto.fi

" Hi, I'm Mei, a visual designer with 5 years of experience in creating impactful and unique designs. My expertise spans visual design, event design, and UI/UX design, web design. Also, I am a new media artist who loves life and creativity, and likes to draw inspiration from life and incorporate these unique and meaningful feelings into my work. I look forward to starting a unique conversation with you through my creations and exploring the infinite possibilities of Art&Design. :)

Education

Jan 2023- Aug 2025
Helsinki, Finland

Aalto University (TOP 8 in QS rankings of Art& Design)
Master New Media, Art and Media Department
- *2022 Finland scholarship (Top 1%)*

Aug 2016 - July 2020
Beijing, China

Tsinghua University (TOP 1 in China, TOP 20 in QS rankings)
Bachelor Sculpture, Art and Design Department

Feb 2024 - July 2024
Milano, Italy

Politecnico di Milano (TOP 7 in QS rankings of Art& Design)
Exchange Digital and Interaction Design, School of Design
- *2023 ARTS Erasmus+ Student Exchange Scholarship*

Work Experiences

Brand Design, Event Design, Visual Design, UI/UX Design, Web Design

Apr 2021 - Dec 2021
Beijing, China

Visual Designer
Art Nova 100 (Art Company)

Responsible for planning and designing the visual branding of "100 Meters above the Ground," a large-scale art event, including exhibitions, an art market, film screenings, and live electronic music shows.

Key Achievements:
- The event successfully attracted 4,000+ visitors in 3 days, generating 500,000+ RMB ticket sales.
- Visual Design: In collaboration with the marketing team, designed a unique visual branding system.
  The design covered core visual elements (logo design, brand image, etc.), online promotional materials (motion posters, media materials, etc.), as well as event-related materials (tickets, bracelets, T-shirts, pins, bags, etc.) and display design (guiding signs, banners, etc.).
- Concept Design: Participated in pre-event planning and proposed various creative ideas.
  Successfully attracted 42 Art&Design brands to join the event, 24 famous artists to exhibit their works, 13 electronic musicians to perform live, and 10 excellent movies to be shown, significantly enhancing the diversity and attractiveness of this event.

Mar 2022 - Oct 2022
Beijing, China

Senior Designer
Zhengyi Ci (Opera Center)

Responsible for brand design, social media operations and event design to ensure a cohesive brand identity.

Key Achievements:
- Brand Social Media Operation: Leading the team to create a new visual identity system.
  Through media operations and promotion, we increased account followers from 0 to 5,000+ in three months. The average reach of a single post was more than 2,000, boosting the brand's online influence.
- Event Design: Planned the 100th anniversary "Restart Ceremony" of the Zhengyi Ci.
  Responsible for the visual design, venue design and social media promotion, the event successfully attracted 500+ participants and was reported by more than 10 of China's top media and government media.

Apr 2018 - Jul 2024
Beijing, China

Visual Designer
Tsinghua University

Responsible for graphic design and web design for different departments for 5 years, covering 50+ events and social media materials.