# Vincent Fu, standing out in a competitive world.

Pre-med student develops his own brand using design and creative skills gained through Adobe Creative Cloud.



VINCENT FU
VINCEFOX8.COM

"By building my multimedia design skills using Adobe Creative Cloud, I have given myself more opportunities to get involved in leadership positions and make a difference on our campus and in our community."

*Vincent Fu, Student, University of Utah*



The Toilet Paper, a one page newspaper from the Union Programming Council

**SOLUTION**

Adobe Creative Cloud

**EDUCATION BACKGROUND**

University of Utah

**RESULTS**

**STRONG BRAND**
Created personal aesthetic brand to differentiate self from the competition

**NEW OPPORTUNITIES**
Contributed media and design skills to deepen participation in campus leadership positions

**INTEGRATED APPS**
Leveraged strong integration among apps to work quickly and more efficiently

**BEST PRACTICES**
Developed a strong understanding of design principles that create a strong, professional first impression on resumes
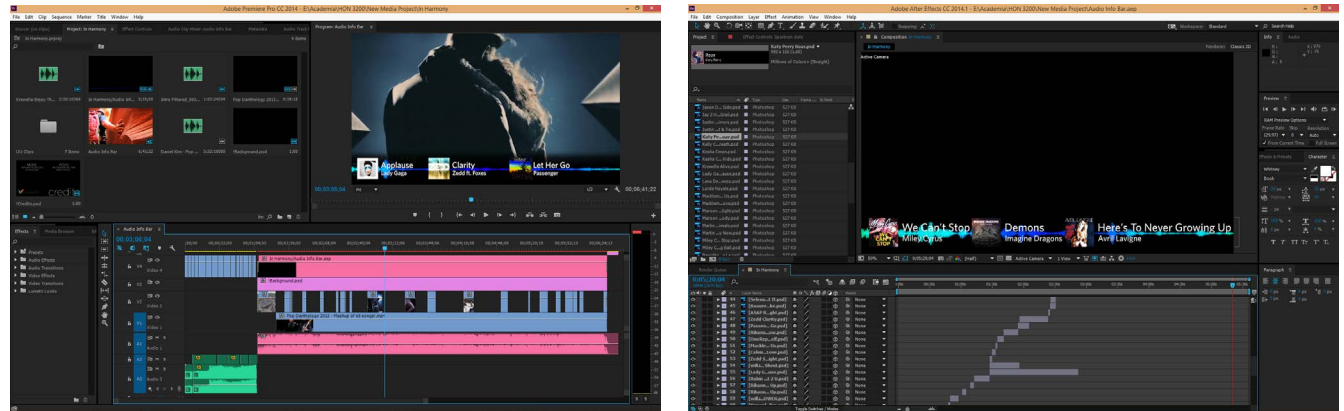
## Vincent Fu

Pre-med student

University of Utah

*www.vincefox8.com*

### CHALLENGES

· Stand out in a competitive field by creating a personal brand and resume

· Develop high-demand design skills

· Express ideas creatively

"By honing my design skills with Adobe Creative Cloud, I'm differentiating myself and creating a strong first impression that helps kickstart my future academic and career goals."

*Vincent Fu, Pre-med Student, University of Utah*



Working on *In Harmony*, a new media project for an Honors writing course

## Improving lives in the community

University of Utah sophomore Vincent Fu believes in making a positive and meaningful impact on the lives of those around him. That is why he dreams of going to medical school to become a radiation oncologist, helping patients fight cancer through radiation treatment. Radiation oncology is a highly competitive specialty within the medical field, so Fu pushes himself inside and outside of the classroom to become a stand-out candidate.

"In today's competitive world, it's important to have unique skills that can set you apart from other candidates for a school, internship, or job," says Fu. "Design skills are becoming more important for any field, as well-designed presentations, websites, or videos can help you communicate your ideas more effectively."

Fu polishes his design and media skills using Adobe Creative Cloud, which is made available to University of Utah students through an Enterprise Term License Agreement (ETLA) with Adobe. Through the student software licensing program, Fu gains complete access to Creative Cloud apps for use in academic studies, extracurricular activities, and personal hobbies.

## Developing creative skills

Fu is currently studying towards an Honors Bachelor of Science in Biology, with minors in Chemistry and Music. Using Adobe Creative Cloud apps, Fu gives his class projects and presentations professional-looking results. In a new media project for an honors writing class, Fu combined video, animation, and audio to express a representation of himself.

After establishing the concept of the video, Fu used Adobe Illustrator CC and Adobe Photoshop CC to create graphical elements for the video, including title sequences, pop-up song information, and ending credits. Leveraging the integration among Adobe apps, Fu imported the graphics into Adobe After Effects CC and animated the images.

Photo by Calvin Chhour Photography

## SOLUTION AT A GLANCE

· Adobe Creative Cloud. Apps used include:
  · Adobe Illustrator CC
  · Adobe Photoshop CC
  · Adobe Premiere Pro CC
  · Adobe After Effects CC
  · Adobe Dreamweaver CC
  · Adobe Audition CC

**For more information**
*www.adobe.com/creativecloud.html*

Fu then recorded a monologue using Adobe Audition CC, tuning the sound and rhythm of his voice to better fit the flow of the video. Adobe Premiere Pro CC brought together all elements—video, audio and animation—into a truly expressive video.

"The integration among the apps makes Adobe Creative Cloud easy to work with and saves me so much time," says Fu. "The project was very complicated, but I did everything myself in less than 16 hours."

Beyond his studies, Fu is also active in numerous campus groups: Beta Theta Pi, a respected fraternity; Alpha Epsilon Delta, an honor society devoted to individuals pursuing careers in the medical field; and the Union Programming Council, which plans and organizes campus activities. Fu serves in leadership positions for each of these organizations, leveraging his graphic design skills to develop posters, flyers, and videos that promote the organizations and their activities.

"By building my multimedia design skills using Adobe Creative Cloud, I have given myself more opportunities to get involved in leadership positions and make a difference on our campus and in our community," says Fu.

## Reaching career goals

With a strong head for design, Fu is creating his own aesthetic brand. His website, created using Adobe Dreamweaver CC, provides a medium for Fu to share his experiences and achievements in an engaging, visual manner. "Not many of my fellow pre-med students are familiar with multimedia design," says Fu. "By following good design practices learned through Adobe Creative Cloud, I can create strong resumes and personal branding that catch the attention of potential employers and student organizations."

As medical fields increasingly rely upon visual technologies, Fu is also discovering that he can apply his creative skills in unusual new ways. While participating in an orthopedic research project, Fu was tasked with highlighting areas on an MRI segmentation image. Fu's familiarity working in visual mediums enabled him to quickly adapt to the task and work more efficiently.

"By honing my design skills with Adobe Creative Cloud, I'm differentiating myself and creating a strong first impression that helps kickstart my future academic and career goals," says Fu.