



Transferring creative skills to the workplace.

University of Utah graduate finds success in the workplace using skills gained through Adobe Creative Cloud.



"Having access to Adobe Creative Cloud throughout college opened doors for me in ways that I never could have imagined."

Vincent Fu, Digital Marketing Manager, ProLung

SOLUTION

Adobe Creative Cloud

RESULTS



Successfully communicated **COMPLEX** ideas visually



Met any **CHALLENGE** to contribute to the company



Found success in a competitive **WORKFORCE**



OPENED DOORS to new career options



Vincent Fu

University of Utah graduate

<http://vincentfu.me/>

CHALLENGES

- Communicate complex, technical ideas to all audiences
- Stand out as a candidate in a competitive job market
- Add value to a growing company using a variety of skills

USE CASE

- Cross-Channel Experiences

“My background in Adobe Creative Cloud allows me to be a flexible professional who can address any need and become a valuable asset for my employer.”

*Vincent Fu, Digital Marketing Manager,
ProLung*

Expanding career prospects

Excellent communication skills are essential in every type of business, whether someone is outlining a process for coworkers or marketing a product to consumers. Communication is particularly important when conveying innovative new technologies to users, investors, and media in a comprehensive and easily understood manner.

Communicating scientific information simply and accurately is especially difficult, but recent graduate Vincent Fu is more than up for the challenge. Fu earned his biology degree from the University of Utah, but that's not all he learned. During his time at the University of Utah, he also polished his skills with Adobe Creative Cloud, which is made available to all students through an Enterprise Term License Agreement (ETLA) with Adobe.

While Fu's degree gives him the specialized knowledge that will serve him well in his career, it is his creative and communicative skills earned through Adobe Creative Cloud that broaden his job prospects. “My background in Adobe Creative Cloud allows me to be a flexible professional who can address any need and become a valuable asset for my employer,” says Fu.

Honing creative skills

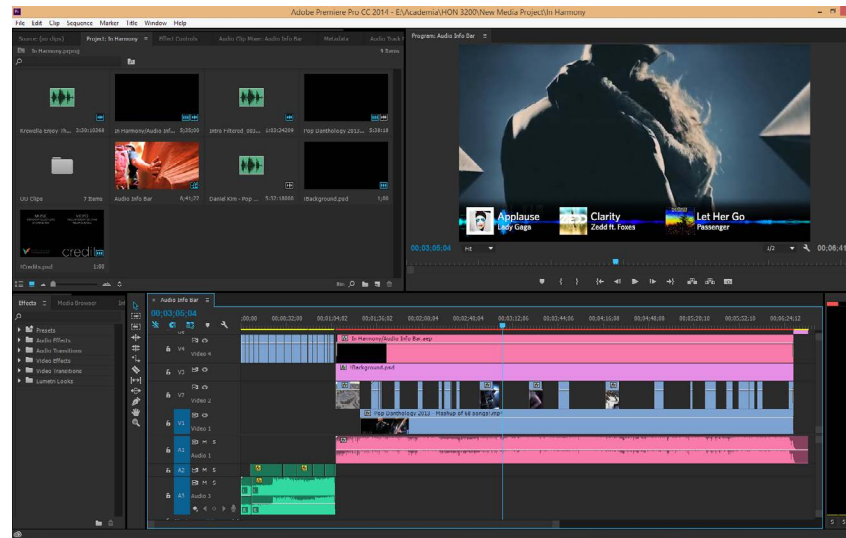
Fu graduated from the University of Utah in 2017 with an Honors Bachelor of Science in Biology, and minor degrees in chemistry and computer science. But his involvement at the university went far beyond academics. Fu also involved himself in the leadership of the Beta Theta Pi fraternity, several honor societies, and the Union Programming Council, which plans and organizes campus activities.

With access to Adobe Creative Cloud, Fu learned to work with nearly all Creative Cloud apps, gaining design and media skills that he applied to both extracurricular and academic pursuits. As marketing director of the Union Programming Council, Fu developed posters, flyers, and videos that promoted the many activities and events across campus. He prepared an eye-catching scientific research poster as part of a required research presentation for his Honors Biology degree. In an honors writing class, Fu combined video, animation, and audio into truly expressive self-representation.

“The integration among apps makes Adobe Creative Cloud extremely flexible and saves me a great deal of time,” says Fu. “Although the project was rather complicated, I was able to create everything myself in less than 16 hours.”

“Medical concepts can be challenging to explain. My skills in visual media make a world of difference in communicating complicated content and research data in a visually consistent way.”

*Vincent Fu, Digital Marketing Manager,
ProLung*



Editing video for *In Harmony*, a new media project for an honors writing course.

Bringing value to the workforce

Before moving on to graduate school, Fu decided to join the workforce and gain real-life experience. Although Fu graduated with a biology degree, he didn't want to work in a lab. He was concerned that this might limit his job opportunities, but he found his fit at ProLung, a local medical device company that has developed a non-invasive predictive analytic for lung cancer.

“My degree in biology helps me understand the technology at ProLung, but working with Adobe solutions while I was in college gave me the marketing and design experience that helped me get hired,” says Fu.

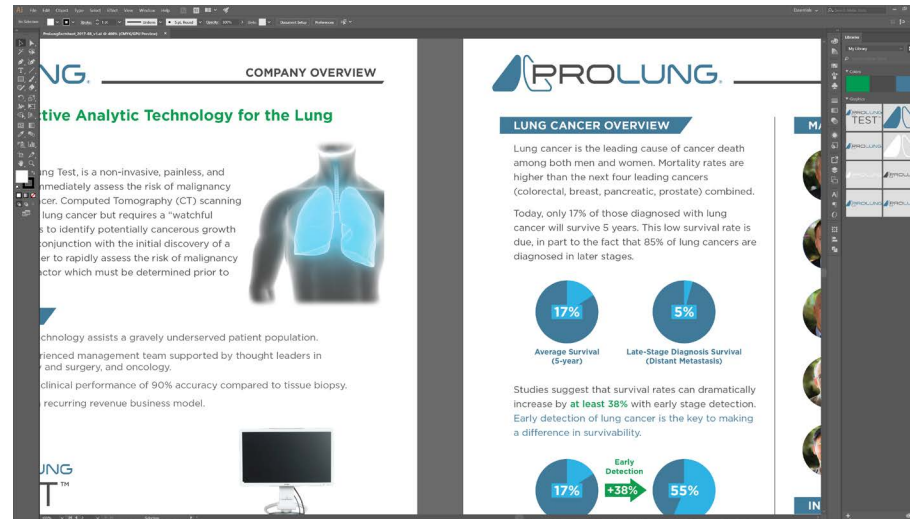
As a new and growing company, ProLung is always on the lookout for flexible employees who can take on new challenges and add value to the company. Originally hired as a front-end app developer, Fu's understanding of design allowed him to grasp the importance of user interfaces and graphics to support better experiences. When working on a user interface layout, for example, Fu created his own graphics in Adobe Illustrator CC and immediately applied them to the project. If he needed to make any adjustments to improve the user experience, he made the changes himself rather than waiting for a separate designer or programmer.

Fu's digital literacy quickly led to greater involvement in branding, marketing, and online presence. He accepted any opportunity to demonstrate his skills in Adobe Creative Cloud, whether it was editing videos for a conference presentation or developing a new company logo. This involvement snowballed into a transition from app development to the marketing team. In the marketing division, Fu now creates all marketing communications assets, including the corporate website, patient brochures, investor relations documents, corporate overviews, newspaper advertisements, conference handouts, and brand guidelines.

SOLUTION AT A GLANCE

Adobe Creative Cloud for enterprise. Apps used include:

- Adobe Acrobat Pro DC
- Adobe After Effects CC
- Adobe Audition CC
- Adobe Dreamweaver CC
- Adobe Illustrator CC
- Adobe InDesign CC
- Adobe Muse CC
- Adobe Photoshop CC
- Adobe Photoshop Lightroom CC
- Adobe Premiere Pro CC
- Adobe XD CC



ProLung marketing materials created using Adobe Creative Cloud apps.

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Fu credits his current success in the workforce to his time at the University of Utah—not just due to his education and degree, but because access to Adobe Creative Cloud allowed him to develop marketable job skills. “Having access to Adobe Creative Cloud throughout college opened doors for me in ways that I never could have imagined,” says Fu. “I’m excited to have attractive options as I work my way toward graduate school.”

For more information

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