

ZIHUA ZHANG

PORTFOLIO LINK <https://drive.google.com/file/d/1yFQsSFSYD7-zoK4QgvjhdNVhb6OmOXe0/view?usp=sharing>



EDUCATION

PARSONS

The New School

MPS Fashion Management
2023-2024



School of Visual Arts

BFA Design
2016-2020

SOFTWARES

Photoshop



Illustrator



InDesign



After Effects



Figma



PROFESSIONAL EXPERIENCES

CREATIVE DESIGNER

Apr 2022 - Aug 2023

FARFETCH

SHANGHAI, CHINA

[CLIENTS] : Off-White | Palm Angels | Christian Louboutin | Audemars Piguet | Paul Smith | Bally

- Directed and executed the visual design for luxury brands' omnichannel digital marketing in the Chinese market, including holiday campaigns, gift box packaging, UI design for online interactive games, social media content, e-commerce platform interfaces, and paid ad posters. Successfully managed multiple tasks simultaneously while deeply understanding and aligning with each brand's identity and values. Developed strong adaptability to diverse design approaches, ensuring cohesive and impactful visual communication across various channels

FREELANCE CREATIVE DESIGNER / EVENT PLANNER

Feb - Mar | 2022

LABELHOOD FASHION COMMUNITY

SHANGHAI, CHINA

- Contributed to event planning and identity design for the Pioneer Fashion & Art Festival, ensuring cohesive and impactful branding. Designed visual materials such as the fashion show brochure, souvenirs, tickets, and work permits, all seamlessly aligned with the event theme.

IN-HOUSE GRAPHIC DESIGNER / CREATIVE PLANNER

Feb 2021 - Feb 2022

UMEPLAY

SHANGHAI, CHINA

[BRAND COOPERATIONS] : McLaren | UME International Cinema | Lee

- Independently led the planning and design of Umeplay's 9th-anniversary offline event for this industry-leading entertainment company known for immersive live-action interactive plays. From event strategy to execution, I developed the key visual design, transformed the venue's interior to align with the event theme, and created installation art pieces. Additionally, I designed the UI for a mini-program to enhance virtual engagement, crafted event souvenirs, and developed promotional posters to drive attendance. Also contributed to campaign film production by overseeing creative concepts and visual direction. Regularly created social content to engage and grow our follower base, fostering brand loyalty.

CREATIVE DESIGNER

2020

SUNTCHI GROUP

SHANGHAI, CHINA

[CLIENTS] : Karl Lagerfeld | Alexander Wang | McDonald's | Tsingtao | Angel Chen | CHENPENG

- At Suntchi, a Chinese fashion, lifestyle, and entertainment company partnered with the CFDA, I contributed to brand collaboration campaigns between global fashion designers and Chinese brands. My responsibilities included developing creative shooting plans, designing gift-with-purchase items, creating campaign ads, and managing online social promotions. Additionally, I designed the editorial layout for our industry insights magazine.

SKILLS

Digital Marketing
Branding Strategy
Event Planning
UI Design
Package Design
Typography
Illustration
Layout Design
Motion Graphics
Video Editing
Market Research
Fashion Styling

LANGUAGE

English
[FLUENT]
Chinese
[NATIVE SPEAKER]

INTEREST

Fine art
Film
Textile
Cooking
Organizing
Nature
Workout
Collecting

INTERNSHIP

MARKETING & INFLUENCER OUTREACH ASSISTANT

Jan - May | 2024

EMF

NEW YORK, US

- Gathered and organized contact information for showrooms in major cities, selecting those that aligned with the brand's style. Identified top influencers and celebrity stylists for potential collaborations and assisted in drafting outreach messages.

UI DESIGN INTERN

2019

BOGOO

NEW YORK, US

- Developed high-quality illustrations and custom fonts for the app, ensuring a unique and visually appealing user interface. Focused on optimizing UI design with attention to detail, conducted thorough test runs, and gathered user feedback to enhance functionality and user experience.

GRAPHIC DESIGN INTERN

2018

WEBER SHANDWICK

SHANGHAI, CHINA

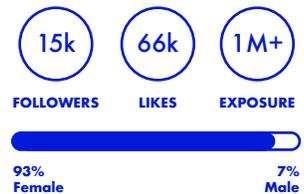
[CLIENTS] : GUESS | JBL | Harman/Kardon | Zwilling

- Designed engaging social media content and created detailed illustrations for various brands. Worked closely with marketing teams to ensure the content aligned with brand strategies and effectively captured the target audience's attention.

RELEVANT EXPERIENCES

CONTENT CREATOR | RED

Developed and curated fashion styling content on RED, a leading Chinese social media and e-commerce platform. Collaborated with local fashion designers to promote their products, enhancing brand visibility and engagement. Gained deep insights into content creation and influencer marketing, effectively targeting the younger generation.



[CLIENTS] : Saint Laurent | JNBY | YVIMIN | Levi's | PANN | LEEWEI | SHOWROOM PLUS
Lost in echo | NEANT | YUICHI YANG | Espiegle | HER SENSES | I Suddenly Sneezed | Adidas

VINTAGE VENDOR | SAVVY EXCHANGER

Seasonally participated in sustainable fashion events in Shanghai, managing a personal booth featuring a curated collection of vintage and second-hand items. Developed communication and merchandising skills through direct customer engagement and strategic pricing. Demonstrated proficiency in sales techniques and customer service.

[AVERAGE SALES VOLUMES] : ¥17,000+ PER EVENT



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