

Zaki Zhang

Art Director UI/UX Designer

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OBJECTIVE

Art Director with 6 years of experience in Visual/UI,UX Design and experience in managerial creative positions. Looking to obtain a design position with a passionate company to use creative skills to communicate the products and services of the company to customers.

EDUCATION

Academy of Art University, San Francisco, CA 2016–2020
BFA, Graphic Design & Digital Media

EXPERIENCE

Art Director/Visual Designer | 2021/Mar–Present **CalerieHealth™, Anaheim**

Supervise multi-functional project teams to develop creative and effective design concepts, from ideation through final projects. Incorporate and explore client suggestions and directives, resolve questions and concerns, oversee objections.

Elevated the quality of the photo and video content by art directing product shoots for editorial, e-commerce and advertising usage. Collaborated with Senior copywriter and Engineer teams to deliver the redesigned company's website. Work closely with the packaging production factory to redesign and produce all product packaging.

Conceptualized brand campaigns and strategies, and worked regularly with creative agencies. Facilitated brand image, boosted sales by 75% in 3 months. Responded to customer needs and increased user traffic by over 600%. Authored superior visual design, print production, social media, marketing materials, and logo design.

UI/UX Designer Freelance | 2018–2020

YMK Design Management Studio, Shanghai

Collaborated with the engineers and visual designers for multiple design projects. Created wireframes and conducted user interviews to help create a simplified set up flow for a government software application. Created wireframes, usability testing and contributed to the visual design of a promoting website for a Retail company. Helped prototype and define the interaction models for an education institution's internal dashboard.

Visual Designer | 2017–2019 S/W

JCW Consultation Management Center, Shanghai

Visual design and brand consulting for multiple brands and companies. Collaborated with photographers and illustrators to design marketing materials for events. Collaborated with industrial designer to design multiple products and packages.

SKILLS

Software

InDesign | Illustrator | Photoshop | Adobe XD | Dreamweaver | Lightroom | After Effects | InVision | Balsamiq | Figma | Sketch | Microsoft Office | Keynote | Pages

Creative

Design Strategy | Visual Communication | Typography | Team Management | Creative Problem Solving | Editorial Design | Branding | UI/UX | Motion Graphics | Illustration | Packaging | Photography | Web Design | Crafting/Modeling | HTML & CSS

LANGUAGES

English, Mandarin

REFERENCES

Furnished upon request

ACHIEVEMENTS

Academy of Art University Spring & Winter Show | 2019 & 2020
School of Graphic Design