



Kenny Zhang

Visual Designer

kennyzhang.work

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EDUCATION

09.2021–04.2023

ArtCenter College of Design

Pasadena, CA

Master of Fine Arts in Graphic Design

09.2014–07.2018

Guangzhou Academy of Fine Arts

Guangzhou, China

Bachelor of Fine Arts

in Visual Communication Design

RECOGNITION

2023

Young Ones TDC

Winner

Controlled Spontaneity, Book Design

48° NORD Rebrand, Branding

2023

Graphis New Talent Annual 2023

Silver Award

48° NORD, Branding

UNKNOWNEST, Branding

While, Branding

2023

International Design Awards 2023

Honorable Mentions

48° NORD, Branding

2022–2023

ArtCenter College of Design Student Gallery

Controlled Spontaneity, Book Design

48° NORD, Branding

UNKNOWNEST, Branding

Finding Pasadena from the Moon, Poster Series

2021–2023

ArtCenter College of Design

Merit-Based Graphic Design Department

Scholarship

Entrance Scholarship

LANGUAGES

Fluent in English

Native in Mandarin

EXPERIENCE

10.2020–08.2021

Graphic Designer

Wishare Media Group

El Monte, CA

Provided clients such as technology startups and e-commerce companies with full-service advertising, including Google ads, YouTube ads, Facebook ads, visual identity, printing materials, websites, and mobile apps.

Contributed to marketing promotion proposals for Chinese companies in the North American market.

07.2018–11.2018

Graphic Designer

Attention Digital

Guangzhou, China

Worked with the creative team to create advertising campaigns, provided marketing proposals, and engaged in pitch projects for clients, including Toyota South China market and local resorts.

12.2016–05.2017

Graphic Design Intern

BlueFocus

Guangzhou, China

Worked with the creative team to complete design projects for clients, including graphics and motion for advertising campaigns and digital marketing promotional materials, primarily for the cosmetic industry.

06.2016–09.2016

Graphic Design Intern

IPanda Digital

Guangzhou, China

Assisted the design team in creating brand marketing materials, including digital advertising and social media feeds, posters, stationery, and banners, mainly for the cosmetic and e-commerce industries.

SKILLS

Strong working knowledge of:

Photoshop, Illustrator, InDesign, After Effects, Figma, Acrobat, XD, Lightroom, Media Encoder, Premiere Pro, Final Cut Pro, Keynote, Google Docs, Slides, Word, PowerPoint

Familiar with:

Cinema 4D, p5.js, Webflow, HTML/CSS, Octane, Aero, Spark AR Studio, JavaScript, MadMapper