

# Chloe Zhang

Graphic designer with a focus in  
brand identity and transmedia design.

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## EDUCATION

09.2021–Present

**ArtCenter College of Design**  
**Pasadena, California**

Candidate for a Master of Fine Arts  
in Graphic Design

09.2017–06.2021

**University of California, Los Angeles**  
**Los Angeles, California**

Bachelor of Arts in Design + Media Art

## AWARDS

**Young One ADC 2022**

Merit Award  
Kaiser Permanente (Brand Identity)

**Hiiibrand 2022**

Merit Award in Brand Identity Design  
Kaiser Permanente (Brand Identity)

**Indigo Awards 2021**

Gold Winner in Book Design Category  
Silver Winner in Graphic Design Category  
Drink Me (Editorial Design)

**China ECO Design Award 2021**

Visual Communication Finalist  
Drink Me (Editorial Design)

## RECOGNITION

**Featuring on thedieline 2022**

Hypna

**Rejected Show 2021**

Drink Me (Editorial Design)

**ArtCenter Student Gallery 2022**

Funguy (Package Design)  
Feral (Package Design)

## EXPERIENCE

09.2019–06.2020

**UCLA International Institute**

Los Angeles, California

Graphic Design Intern

Conducted outreach to over 1,000 students on emails in order to maximize attendance for organization events. Submitted draft layouts of design concepts for approval from leadership.

09.2017–06.2020

**Chinese Students and Scholars Association, UCLA**

Los Angeles, California

Design Director

Spearheaded the development and execution of 60+ design projects for the organization. Contributed to increasing WeChat users over 1,500 within one year.

06.2019–09.2019

**Publicis Sapient**

Shanghai, China

Creative Strategy Intern

Delivered high-quality creative strategy support to the Huawei & Honor brand.

Drafted eight weekly social media analysis reports outlining web traffic from Instagram, Facebook, Twitter, and LinkedIn social networks.

## SKILLS

**Strong working knowledge of:** Photoshop, InDesign, Illustrator, After Effects, Acrobat, Keynote, Google Slides, Cinema 4D, Processing, HTML/CSS, Unity

**Familiar with:** XD, Premiere Pro, Figma, p5.js

## LANGUAGES

Native in Mandarin

Fluent in English