## XIAOJIAO ZHANG

VISUAL | UI/UX | BRANDING

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www.earlybirdcreates.com

**PROFILE** **Highly multidisciplinary UI/UX designer with extensive experience in web & multimedia, digital/print design, and branding.** Exceptional design skills to bring problem solving design solutions. Ability to understand a brand and helping it tell stories to synthesize needs. Accustomed to performing in deadline-driven environments. Passionate about learning new skills and processes to keep improving. Possess a keen eye for detail.

**EXPERIENCE** **Lead Visual Designer | Tommie Copper LLC,** Mount Kisto, NY **|** 2018-2022

* + - Responsible for branding & graphic development for digital marketing campaigns
    - Offer improvements for website user experience based on customer analysis
    - Perform interactively animated UI prototype and adaptation to all device sizes
    - Provide product photography/commercial video support and edit

**Creative Designer | Hudson Fusion LLC,** Ossining, NY **|** 2015-2018

* + - Conceptualize, logical design, and produce compelling collateral for web/mobile, and print applications, including website mockups, UI, videos, ads, infographics, illustrations, brochures, logos
    - Design engaging social media images and web graphics to support promotional campaigns and brand initiatives

**Web & Graphic Designer | Bozway Inc.,** Los Angeles, CA **|** 2011-2015

* + - Responsible for web/mobile design mockups, UI, 2D animations media projects
    - Design engaging social media images and web graphics to support promotional campaigns and brand initiatives
    - Created compelling visual designs for branding efforts, banners, e-newsletters, and marketing support materials
    - Create impactful visual designs for marketing presentations

**Graphic Designer | Neusoft Corporation,** Shenyang, China **|** 2008-2010

* Meticulously follow corporate brand guidelines to ensure brand consistency across campaigns and marketing programs
* Design unique print materials, including advertisements, brochures, VI designs, and artistic products

**Intern Designer | September 18th History Museum,** Shenyang, China **|** 2006-2007

* Execute brand planning, exhibition design, graphic design, and planning activities
* Create packaging design by etiquette and custom culture

**SKILLS** Proficient in Mac Platform, Adobe Creative Suite (XD, Illustrator, Photoshop, After Effects), Microsoft Office 365 (Word, PowerPoint, Excel), Figma, Sketch

**INTERESTS** Photography | Painting | Travel | Cooking | Hiking | Piano | Fluent in Mandarin

**EDUCATION Bachelor of Arts in Graphic Design at** Luxun Academy of Fine Arts

**Master in UI/UX Design at Maryland Institution College of Art**