



(347) 603-2769  
jzhengfz@gmail.com  
jiayi-zheng.com

## Education

### Rochester Institute of Technology

#### Graphic Design, BFA

Rochester, NY | Expected Graduation Dec 2020

Immersion: Communication

Dean's List

### Hagerstown Community College

#### Graphic Design Technology

Hagerstown, MD | Jun 2015–May 2017

Dean's List, Phi Theta Kappa

## Skills

### Software

Illustrator  
InDesign  
Photoshop  
After Effects  
Figma  
Sketch  
Principle

### Design

UI/UX Design  
Product Design  
Visual Design  
Graphic Design  
Typography/Layout

### Interests

Illustration  
Fine Art  
Photography

### Languages

English  
Mandarin

## Experience

### Graphic Designer

#### RIT–Assessment, Technology, and Communication

Rochester, NY | Aug 2019–Present

Design materials within RIT brand guidelines for departments under Student Affairs. Work includes designing a magazine cover, signage, posters, templates, and digital images.

### Graphic Designer

#### RIT/CAD–Marketing & Recruitment

Rochester, NY | Aug 2019–Present

Design marketing and promotion materials from concept sketching to final delivery.

### Graphic Designer

#### Reporter Magazine

Rochester, NY | May 2019–Present

Work with the art director, writers, photographers, and illustrators to design spreads for the monthly student-run magazine.

### Junior Art Director Intern

#### TBWA\WorldHealth

Boston, MA | Jun 2019–Aug 2019

Worked closely with art directors, copywriters, and project managers in creating promotional materials. Involved in multiple projects to create icons, develop layouts, assist in brand guidelines, and come up with graphic styles.

## Involvement

### Graphic Designer

#### Thought at Work

Rochester, NY | Sep 2018–Mar 2019

Worked on a student team to create marketing graphic designs for RIT Thought at Work design conference and events within the brand style.

### Participant

#### IDEO Human-Centered Design Course

Jan 2019–Mar 2019

Participated in the 7-week course which involved working on tasks with professionals and students.

### Member

#### New Media Design Club

Rochester, NY | Oct 2018–present