

lan zhang

Art Director /
Creative Technologist



profile

With a versatile skillset in digital creativity and award-winning advertising industry experience, I have an eye for quirky & fun 'big ideas' and a unique take on creative solutions. I'm adept at reaching audiences through the lens of digital media, interactivity, and emerging technologies.

education

MFA Design and Technology

Parsons School of Design, New York, NY
2018-2020, honors, 4.0/4.0

BS Advertising Art Direction

Syracuse University, Syracuse, NY
2013-2017, honor cum laude, 3.65/4.0

skills

design tools

Figma, Adobe Creative Suites: Adobe Photoshop, Adobe Indesign, Adobe AfterEffects, Adobe Premiere, Adobe Lightroom, Adobe XD Sketch, Keyshot

technology tools

Spark AR, Unity, HTML/CSS, Javascript, Vue.js, P5.js, Three.js, Pixi.js, WebGL, socket.io, restAPIs

skills

Art Direction, Graphic Design, Game Design, AR/VR development, Interaction Design, UI/UX design, Photography, Experiential Design, Web Development

awards

Parsons Commencement Student Speaker 2020

Parsons Research fund & Dean's Scholarship 2018-20

AAF National Student Advertising Competition 2017
northeast regional winner

Graphis New Talent Advertising Award 2015-17

1 platinum award, 3 silver awards, 2 merit awards

experience

2020 **Parsons School of Design, NYC**

Python Instructor

Co-developed and delivered a python summer course

Front-End Design Researcher

Prototyped app/web interfaces for a data visualization product

2019 **Immersive Storytelling Teaching Assistant**

Led weekly class/workshops for concepting, designing & making
Facilitated critical discussions around emerging technologies

Design & Tech Bootcamp Instructor

Co-developed a curriculum about creative coding fundamentals
Taught first-year graduate students coding with Processing

2018 **Publicis Worldwide New York, NYC**
Aug
Citi Bank Sponsorship team

Art Director

Developed the visual identity for Urbanspace Holiday Market that has been used yearly from 2017 to present
Art directed on campaigns for the Mets, Urbanspace, President's cup, and Harlem Eatup
Worked on various media such as print ads, outdoor campaigns, digital campaigns, VI design, mobile UI/UX

2017 **Melt4u, My Lucky Tummy, Waive' World, Surfin' Birds House, Syracuse TNH**
May

Freelance Art Director, Designer

Worked on print design, visual identity design, UI/UX design, brochure/presentation design, social media content design
Photographed for promotional events and campaign materials

2016 **The Halo Group, NYC**
Aug
|
May

Art Director Intern

Art directed for clients like NYU, NYCA, ShopRite, & It's learning
Participated in new business pitches and creative development

2015 **Saatchi & Saatchi, Beijing, China**
Aug
|
May

Creative Direction Intern

Designed social materials for clients like Lexus, Oral-B, & Mazda