

lan zhang

Art Director
/ Designer



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

skillset

skills

Art Direction, UI/UX design, Motion Graphics, Kinetic Typography, Photography, Web Development, Rapid Prototyping, Web Animation, Game Design, AR/VR, Presentation Design, 3D modeling, Video Editing

design tools

Figma, Sketch, Adobe Creative Suites – Photoshop, Illustrator, Indesign, AfterEffects, Premiere, XD, Lightroom, C4D, SketchUp, Keyshot, Keynote, Powerpoint

technology tools

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

awards / exhibitions

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

Advertising Exhibition at Newhouse Gallery 2017
"Girls on Girls" Spark Art Gallery 2017

experience

2020

Tao's Graphic Design Studio, Power Station of Art Freelance Designer, Web Developer

- + Lead and designed the visual identity system – logo, large format trade show displays, signage, social content, app interface – for a crowd-purchasing service product launch
- + Helped rebranding a 10-year-old Design Studio's new identity site that contains 60+ design projects. Independently developed the studio's website that contains a search engine front-end and a CMS back-end
- + Developed a web-prototype for the Power Station of Art's open call for an alternative online museum experience that will be public facing in 2021

2019

Parsons School of Design, NYC

Designer, Part-time Faculty, Researcher

- + Teaching a Graduate course-Creative Computation Lab-to 20 students
- + Prototyped multiple app interfaces for a primary-research analytical app
- + Co-designed and developed the Parsons 2020 Hindsight Thesis Virtual Festival that attracted 5000+ online viewers throughout 3 days of fully scheduled talks, workshops, online activities
- + Participated in a Design Residency with the US Holocaust Memorial Museum in D.C. and prototyped interactive viewing experience for thousands of visitors
- + Taught undergraduate course—"Immersive Storytelling Course"—to 75 students from diverse backgrounds for idea development and design
- + Co-developed a creative coding curriculum for 70+ designers

2019
May

2018
Aug

Publicis Worldwide New York, NYC

Art Director

- + Lead the visual branding design for Urbanspace Holiday Market for major parks in NYC that reached millions of visitors every year from 2017 to present.
- + Art directed 20+ global advertising campaigns for Citi Bank, the Mets, Urbanspace, President's cup, Harlem Eatup, and in-agency culture content
- + Worked directly with senior leadership to conceptualize, execute and deliver compelling print ads, outdoor campaigns, digital campaigns, UI/UX

2017
|
2016

AAF National Student Advertising Competition, New York, NY

Art Director, Designer

- + Lead the art and design direction for visual branding Identity, campaign book, presentation and social content of 'Taipei' frozen food campaign that won the first place in the Northeast America regional advertising competition

2017
Aug
|
2014
May

Melt4u, My Lucky Tummy, Waine' World, Surfin' Birds House, Syracuse TNH, Syracuse University School of Engineering

Designer, Photographer

- + Lead Graphic Design direction, designed graphic materials and posters for 10+ city-wide community-based food events that reach thousands of visitors.
- + Designed 100+ prints/posters, 50+ photoshop design templates, and 2 years worth of visual identity materials for career services, organizations and school
- + Photographed for events and campaign materials and produced video promotional campaigns for the school that are used for yearly recruitment and community building

2014
2015
May
|
Aug

The Halo Group, NYC | Saatchi & Saatchi, Beijing

Art Director Intern

- + Designed and conceptualized art direction for Lexus, Oral-B, Mazda, NYU, NYCA, Shoprite, and It's learning
- + Participated in new business pitches and retail design. Produced social materials for brands to interact with millions of audiences on Weibo.