

lan zhang

Designer / Art Director



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

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

Parsons Research fund & Dean's Scholarship 2018-20
AAF National Student Advertising Competition 2017
northeast regional winner

Gaphis New Talent Advertising Award 2015-17
1 platinum award, 3 silver awards, 2 merit awards

Advertising Exhibition at Newhouse Gallery 2017

experience

2020 Freelance Designer, Web Developer

+ Interactive Website design and front-end development

Parsons School of Design, NYC

Designer, Researcher, Part-time Faculty

+ Teaching Graduate level Fall course: Creative Computation Lab
+ Prototyped app/web interfaces for a data visualization product
+ Design Residency with US Holocaust Memorial Museum
+ Immersive Storytelling Course Instructor - Led weekly classes for idea concepting, designing & making
+ Co-developed a curriculum for creative coding fundamentals

2018 Aug Publicis Worldwide New York, NYC

Citi Bank Sponsorship team

Art Director

+ Executed visuals on various media such as mobile app design, mobile UI/UX, digital campaigns, motion graphics, outdoor campaigns, photography, and social media promo materials
+ Art directed and designed campaigns for the Mets, Urbanspace, President's cup, Harlem Eatup, Swiffer, Global Citizens
+ Developed the branding & visual identity for Citi Bank Urbanspace Holiday Market that has been used yearly from 2017 to present

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

Freelance Designer, Art Director

+ Worked on print design, visual identity design, UI/UX design, brochure/presentation design, social media content design
+ Photographed promotional campaign/event materials

2016 Aug | May The Halo Group, NYC

Art Director Intern

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

2015 Aug | May Saatchi & Saatchi, Beijing, China

Creative Direction Intern

+ Designed social materials for Lexus, Oral-B, & Mazda