

lan zhang

Creative Technologist
/ 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

skills

code languages

HTML/CSS, Javascript, Python, C#, Java

technology tools

Vue, React, Webpack, git, P5.js, Three.js, Pixi.js, WebGL, socket.io, npm, restAPIs, Unity, SparkAR

design tools

Adobe Creative Suites, Figma, Keyshot

skills

Responsive Web Development, Rapid Prototyping, Web Animation, Art Direction, Game Design, AR/VR experience, Troubleshooting, Project Documentation

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**

Part-time Faculty

Graduate Fall course: Critical Computation Lab

Python Instructor

Co-developed and delivered a python summer course

Front-End Design Developer

Prototyped app/web interfaces for a data visualization product

2019 **Recurse Center, Brooklyn, NY**

Programming Resident

Self-taught vue, glsl shader and delivered technical talks

Parsons School of Design, NYC

Immersive Storytelling Teaching Assistant

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

Design & Tech Bootcamp Code Instructor

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

Creative Programming Tutor specialist

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

Art directed for the Mets, Urbanspace, Swiffer & President's cup
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

2015