

Leslie Zhang

CONTACT / ljzhang@gmail.com (510) 759-1092 leslie-zhang.com

Education

Northwestern University

B.S. Journalism, expected March 2018

Segal Design Certificate

GPA: 3.715 / 4.0

Dean's List:

» Spring 2017, Winter 2017, Spring 2016, Fall 2015

Relevant Coursework:

- » Magazine and Feature Writing, Media Presentation (Newspaper Editing and Online Production), Multimedia Storytelling and Reporting, Message Strategy and Persuasive Communications
- » Design Thinking and Doing, Human-Centered Product Design, Interdisciplinary Design Projects, Industrial Design Methods, UX Design

University of California, Santa Barbara

August 2014 — June 2015

Regents Scholar, Honors Student

Skills

Adobe Photoshop / Adobe InDesign / IntuiFace

Microsoft Office / Shopify / LightSpeed / MailChimp

HTML5 / CSS3 / Design research and user testing

Illustration and sketching

Conversational in Mandarin and Cantonese

References

Matt Dierdorf

Senior Marketing Coordinator at

Skidmore, Owings & Merrill LLP

» matthew.dierdorf@som.com

Jacob Victorine

Former Manager at MEYVN

» jacob@jacobvictorine.com

» (917) 374-0090

Experience

Instagram | Incoming Communications Intern

Menlo Park, CA / January — March 2018

Grailed | Freelance Fashion Writer

Remote (New York City, NY) / May 2017 — Present

- » Write articles analyzing the fashion industry through a broader cultural lens for Grailed, an online peer-to-peer marketplace for designer menswear with over 750,000 users
- » Set and manage independent schedule for content production

Skidmore, Owings & Merrill LLP | Marketing Intern

Los Angeles, CA / June — September 2017

- » Designed comprehensive touch screen directories for office lobby and accompanying software handbook establishing usage and style in adherence to company branding guidelines
- » Proofread and revised vision plan for Making Downtown Bakersfield, a transit-oriented master plan for Bakersfield, California
- » Created client- and public-facing presentations, including 90-slide PowerPoint presented at the 2017 Building Enclosure Workshop of the General Services Administration (GSA) in Chicago
- » Produced and edited proposals and compiled materials for new pursuits
- » Prepared awards submissions, resulting in three AIA LA awards
- » Collected, edited and formatted images and text for SOM website

MEYVN | Head of E-Commerce and Web Operations

Chicago, IL / June 2016 — June 2017

- » Streamlined and solidified MEYVN's website to ensure peak performance in age of digital commerce
- » Wrote and edited copy for new products, emails and blog content
- » Maintained online content and inventory
- » Conceptualized creative content for social media
- » Assisted in buying operations and provided feedback on trends
- » Managed email correspondence and shipping

Asian Pacific American Coalition | Public Relations Chair

Evanston, IL / March 2016 — March 2017

Coordinated publicity for events, speaker series and conferences

- » Designed promotional materials for social media, print and email that was circulated among hundreds of Asian-American and Pacific Islander students at Northwestern University
- » Coordinated publicity for events, speaker series and conferences
- » Previously Junior Executive (October 2015 – March 2016)

STITCH Magazine | Staff Contributor

Evanston, IL / October 2015 — June 2016

- » Produced written content and illustrations for website and quarterly print issues with personal focus on menswear and streetwear