

Leslie Zhang

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Experience

INSTAGRAM

Incoming Communications Intern

Menlo Park, CA / January – March 2018

GRAILED

Fashion Writer

Remote / May 2017 – Present

- » Analyze the fashion industry through a broader cultural lens
- » Read by over 750,000 users of Grailed, an online peer-to-peer marketplace for designer menswear
- » Set and manage independent schedule for content production

SKIDMORE, OWINGS & MERRILL LLP

Marketing Intern

Los Angeles, CA / Summer 2017

- » Designed touch screen directories and accompanying software handbook, adhering to company style guide
- » Prepared awards submissions, resulting in three AIA LA Design Awards
- » Created client- and public-facing presentations
- » Produced and compiled proposals for new project pursuits
- » Edited and formatted visual and written content for website

MEYVN

E-Commerce & Web Operations

Chicago, IL / June 2016 – June 2017

- » Redesigned product pages and streamlined website after teaching self Shopify Liquid code
- » Wrote and edited copy for products, emails and blog
- » Managed online content and inventory
- » Conceptualized creative content for social media

ASIAN PACIFIC AMERICAN COALITION

Public Relations Chair

Evanston, IL / March 2016 – March 2017

- » Designed promotional print and web material that were circulated among hundreds of Northwestern students
- » Coordinated publicity for events, speakers and conferences
- » Previously Junior Executive (2015-2016)

Education

NORTHWESTERN UNIVERSITY

B.S. Journalism, expected March 2018

Segal Design Certificate

- » GPA: 3.715 / 4.0
- » Dean's List: 4 Quarters

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 + InDesign
- » HTML5 / CSS3 / Social Media
- » Figma + InVision
- » Design Research + User Testing
- » Illustration + Sketching
- » Moodboards + Journey Mapping
- » Wireframes + Comps
- » IntuiFace
- » Shopify / LightSpeed / MailChimp
- » Languages: Mandarin + Cantonese

References

Matt Dierdorf

Senior Marketing Coordinator at Skidmore, Owings & Merrill LLP

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David Abrahamson

Journalism Professor at Northwestern

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