

Zhengzhou Huang

Web & Graphics Designer

Phone: +1 858-214-4697

Email: zhua05nuo@outlook.com

LinkedIn:

[linkedin.com/in/zhengzhou-huang-nuobe/](https://www.linkedin.com/in/zhengzhou-huang-nuobe/)

Portfolio:

zhengzhou-huang.me/Records/project-highlights.pdf

Zhengzhou is a multimedia artist and designer specialized in web and game interactions, 2D/3D graphics and motion designs.

With dynamic experience in education, software and marketing sectors, he has created tailored web and graphic designs for each unique user group, brand concept and marketing strategy.

Proficient in both design and development skills, he leads in concept-building, project planning, problem-solving, task execution while in the process brings forward conceptually strong and user friendly interactive/storytelling experiences.

Education

University of California, Los Angeles (UCLA), Los Angeles, CA
MFA, Design Media Arts

09/2019 - 06/2021

University of California, San Diego (UCSD), La Jolla, CA
BA, Visual Arts Studio

09/2015 - 06/2019

- Magna Cum Laude
- Phi Beta Kappa

Proficiencies

Web Design, UI/UX Design, Front-End Development

Prototyping, wireframing, responsive design: Adobe XD, Figma
Content management system (CMS): Wordpress, Squarespace, CPanel
UI & interaction development: HTML, CSS, JavaScript, JQuery, CSS/SVG animation, Lottie Animation, Webpack, Node.js, Visual Studio Code, Git, Github

Graphic Design

Digital and print assets, Photo Editing: Adobe Illustrator, Adobe Photoshop, Adobe InDesign

Videography, Animation

Video editing, animation, post-processing: Adobe After Effects, Adobe Premiere Pro, Adobe Audition

3D & Games

Hard surface modeling, shader graph, lighting, rendering, photogrammetry: Blender 3D, Autodesk Maya, RealityCapture
Game design & development: Unity, C#, Processing, Arduino

Soft Skills

Concept building, Problem-Solving, Detail-Oriented, Time Management, Communication, Collaboration

Career Experience

Kindred Spirit, Remote

02/2022 - present

Freelancer (Web Design and Development)

Revamp web user experience by creating alternative layout and graphic designs for the film production company. Enhanced company brand image on their website through curated unifying graphic assets and web elements aligned with brand logo and core visual styles. Ensure user accessibility with designs following web accessibility best practices in

custom web widgets. Lead in project ideation, budget and timeline planning. Brainstorm and provide effective design solutions based on client's needs and CMS platform specifics.

- Web prototype, wireframe as well as graphics and motion mock-ups in Adobe XD.
- Developed reusable responsive layouts and styles in Squarespace using HTML/CSS.

Advanced Continuing Education Association (ACEA), Remote
Web and Graphics Designer, Internship

08/2021 - 12/2021

Initiated and led in redesign and development of the company landing page in terms of typography, layout, graphic, motion and user flow design. Analyzed major audience and user groups' needs in simple web interaction and fast text consumption. Designed the landing page to attract these users with a clear information structure that focuses on essential graphics, text information and action buttons. Enhanced company brand storytelling by pairing visual and textual web elements with smooth UI animations and scrolling interaction to create a light-hearted experience.

Collaborated with fellow UX designers and the founder on structuring and developing a new design criteria for the brand, including color palettes, fonts, major representative graphics/animation and re-edited essential copies.

- Developed the landing page with Wordpress(Avada theme), HTML, CSS and JavaScript including responsive design, SVG animation, scroll interactivity.
- Improved the accessibility of the landing page to be compatible with multiple browsers and screen-reader friendly with accommodations in CSS/JS as well as proper use of Accessible Rich Internet Applications (ARIA).
- Created marketing demo animations for the company product using Adobe After Effects and Lottie Animation.
- Designed vector illustrations and graphics for the company web application using Adobe Illustrator and Figma.

Department of Design Media Arts, UCLA, Los Angeles, CA

Lecturer

06/2021 - 08/2021

Instructed **DESMA 24 Motion** (<https://classes.dma.ucla.edu/Summer21/24>) on theory and practice of 3D modeling and animation, video production, as well as AI generated images. Mentored and discussed with students on their practice in motion works, including software such as Autodesk Maya, Adobe After Effects, Premiere Pro and Runway ML.

Teaching Assistant

09/2019 - 06/2021

Facilitated and collaborated with UCLA instructors on converting classes to web-based e-learning environments. Designed, developed and managed websites for holding course materials and students' media projects using Wordpress, HTML/CSS/JS. Enhanced instructors and students online education experience with curated graphics and user flow designs for both course material site and projects archive site. Troubleshoot technical issues and update web designs based on instructors' and student's needs.

Supported students in the concepts and techniques of their projects including videos, websites, animations. Hosted learning sessions, presented lectures, discussions and moderated critiques. Coordinated with visiting professionals to give in-class talks.

- Courses Facilitated:
 - Senior Projects: Interactivity and Games
 - Video
 - Special Topics in Video and Animation, <https://classes.dma.ucla.edu/Fall20/172>
 - Media Arts: Introduction
 - Media Histories, <https://classes.dma.ucla.edu/Winter20/8>
 - Design Culture

Other Projects & Exhibitions Experience

Initiated and accomplished multiple individual and group projects for media art exhibitions starting from 2018. Designed and created creative interactive and viewer-engaging experiences with a combination of media such as web, VR video/VR

walkthrough, multiplayer game, video projections, electronics, interactive objects fabricated with 3D printing, wood, metal.

2021

- [Society for Literature, Science and the Arts \(SLSA\) Poster Exhibition](#), Penny W. Stamps School of Art & Design at the University of Michigan, 09/2021
- [The Last Online Show](#), Design Media Arts MFA thesis show, University of California Los Angeles, 05/2021
- [Air](#), solo show of a collaboration work at Department of Design Media Arts, University of California Los Angeles, 02/2021

2020

- [Share Screen](#), Design Media Arts fall preview show, University of California Los Angeles, 10/2020
- [D02.2](#), Plicnik Space Initiative, Online Exhibition, 10/2020

2019

- [Here/After](#), Senior Art Exhibition, University Art Gallery, University of California San Diego, 06/2019
- [Honors Thesis Show](#), Adam D. Kamil Gallery, University of California San Diego, 06/2019
- [Honors Open Studio](#), Upper Mandeville, University of California San Diego, 03/2019

2018

- *Children's games public showcase and demo night*, Structural and Material Engineering Building, University of California San Diego, 12/2018
- *Other Art: Art + Music Festival*, organized by Mi Mate, Sun God Lawn, University of California San Diego, 05/2018

Award

Clifton Webb Scholarship, University of California Los Angeles, 2020 - 2021

Dr. Hyman Eugene Oxman & Frieda Dreyer Oxman Fellowship, University of California Los Angeles, 2020 - 2021

Russell Foundation Grant, University of California San Diego, 2018

Visual Arts Department Class Grant for Studio Art, University of California San Diego, 2017

Magna Cum Laude, University of California San Diego, 2019

Initiated as a member of Phi Beta Kappa Sigma Chapter, University of California San Diego, 2019

Marshall College Honors, University of California San Diego, 2015-2019

Publication

[Virtual Poster Exhibition SLSA](#), 2021

[Plicnik Space Initiative: D02.2 \(Plicnik Collective\)](#), 2020

Fall 016 Issue: *Chaos // Disorder*, Acropolis Art Magazine, College of William and Mary, 2016