

Project Highlights

Zhengzhou Huang

zhua05nuo@outlook.com

+1 (858) 214 - 4697

<https://zhengzhou-huang.me/>

*Kindred
Spirit*



EN/ 中文

*About
Works
News
Contact*

Web Design and Development Project: Kindred Spirit

This is an in-progress freelance web project in collaboration with another web freelancer for a film production company, Kindred Spirit. For the first iteration, the main design theme and interaction mechanism is “projection light”. Rendered videos, interactive widgets and cusom styles are to be achieved through Blender 3D, HTML, CSS.

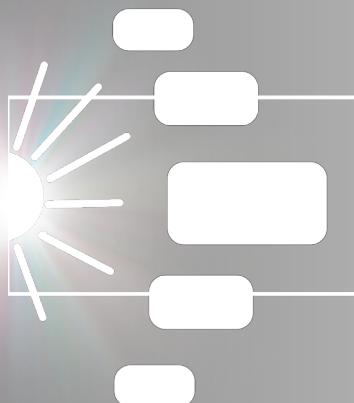
The second iteration embraces a simple aesthetics that enhances the company brand image using company logo elements and core images. This iteration is developed using HTML, CSS on Squarespace.



Works



Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation



Main interaction: while scrolling, the projector light on the left will rotate, imitating a moving projector light. The text and image sections are formatted like a reel where the center section appears large and focused and those scrolled away appear smaller / further (see the left picture).



About

Kindred Spirit is an entertainment development, production, and financing company based in Los Angeles.

Founded by Anita Gou, the mission is to produce purpose-driven, cross-cultural, and boundary-pushing content aimed at a global audience.

Page Transition: after clicking a link to another page, the website will turn dark and then quickly light up after the next page is loaded, imitating a light turning off and on. Such light turning-on animation effect can be achieved with blur filter, light beam / halo image assets, and brightness filter.

August 23, 2021 - Netflix Acquires China Adoption Documentary 'Found'

News Page Design

News

July 7, 2021 - Endeavor Content-Backed The Ink Factory Adapts C Pam Zhang's 'How Much Of These Hills Is Gold' For TV

April 22, 2021 - ['Together Together' Review: A Conceivable Plan'](#)

July 9, 2020 - 'We Are Little Zombies' NYTimes Review: Rocking Away the Pain

January 27th, 2020 - Alma Har'el first Israeli, first woman, to win key Directors Guild Award

We have different approaches to the news page. The link for each news entry can directly link to the original news webpage (see picture above). Or we can have an option to expand a preview frame inside the news page for those original news page (see picture on the right).

July 7, 2021 - Endeavor Content-Backed The Ink Factory Adapts C Pam Zhang's 'How Much Of These Hills Is Gold' For TV

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July 9, 2020 - 'We Are Little Zombies' NYTimes Review: Rocking Away the Pain

Email: xxxxxxxx@xxx.com

Phone Number: +x xxx-xxx-xxxx

Location: xxxxxx xxxxxxx, Los Angles, CA, xxxxx

Contact Us

Contact

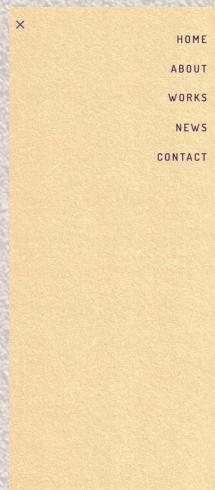
Contact Page Design



Second Iteration (In Development):

Link to Interactive Prototype:

<https://xd.adobe.com/view/0cbe05b9-0f65-4759-ae8f-f45cccdc8ddc-59ed/>





ABOUT

**Kindred
Spirit**

is an entertainment development, production, and financing company based in Los Angeles. Founded by Anita Gou, the mission is to produce purpose-driven, cross-cultural, and boundary-pushing content aimed at a global audience.

Kindred Spirit, founded by producer Anita Gou, curates high-quality content in film, television, and emerging media that showcases underrepresented voices and pushes the boundaries. Aimed at a global audience, Kindred Spirit is behind *The Farewell* starring Awkwafina which grossed over \$23 million worldwide, received two Golden Globe® nominations including Best Foreign-Language Film and won the Independent Spirit Award for Best Feature. Gou also produced *Alma Harel's* critically acclaimed *Honey Boy* for Amazon Studios, *Nikole Beckwith's Together Together* for Bleecker Street, and partnered with Oscilloscope Laboratories on the North American release of *We Are Little Zombies*. Kindred Spirit is currently in post-production on Agnieszka Smoczyńska's English-language debut *The Silent Twins* starring Letitia Wright and Tamara Lawrence for Focus Features.

Gou's past works include: *Assassination Nation* which NEON released (Sundance 2018), *Terminal 3* (Tribeca 2018), Netflix's *To the Bone* (Sundance 2017), and *The Assassin* (Cannes 2015).



Anita Gou



THE SILENT TWINS



The chilling true story of the Gibbons twin sisters who were entirely silent, communicating only to each other in a private language. They became obsessed with writing fiction, boys, and crime in their teens but their intense bond ultimately turned into something more dangerous.

Dir: Agnieszka Smoczyńska
Starring Letitia Wright, Tamara Lawrence
In post-production
To be distributed by Focus Features



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NEWS

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July 7 Endeavor Content-Backed The Ink Factory Adapts C Pam Zhang's 'How Much Of These Hills Is Gold' For TV	December 3 "The Farewell" Named One of the Top 10 Independent Films by the National Board of Review	
April 22 'Together Together' Review: A Conceivable Plan	December 3 Meet The Top Young Entrepreneurs Of The Forbes Under 30 2020 List	
April 8 Focus Features Acquires "Silent Twins" With Letitia Wright & Tamara Lawrence	Box Office: 'The Farewell' Surpasses 'Avengers: Endgame' For Biggest Theater Average of the Year	
2020	"The Farewell" Producer Anita Gou on Asian-American Representation	Variety Celebrates 10 Producers to Watch in Cannes
May 22 2020 Spirit Awards Winners List: 'Farewell' Wins Best Film	May 15 Variety's 10 Producers to Watch	
February 8 Oscilloscope Teams With Kindred Spirit To Acquire Makoto Nagahisa's 'We Are Little Zombies'	February 2 Shia LaBeouf's 'Honey Boy' Lands at Amazon	
January 15 Awkwafina makes Globes' history with 'Farewell' acting win	January 27 Awkwafina Drama 'The Farewell' Lands at A24	
2019	May 20	On Terminal 3: a ground-breaking augmented reality piece tackling Islamophobia
April 21 Huge Deal! NEON Teams With Russo Bros-Led AGBO In \$10M+ Deal For 'Assassination Nation' - Sundance	January 23	



CONTACT US

Please note: Kindred Spirit does not accept unsolicited submissions.

Name *

First Name Last Name

Email Address *

Subject *

Message *

SUBMIT



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SUBMIT

A promotional image for the movie "The Farewell". It shows a group of eight people of various ages and ethnicities seated around a dining table in a traditional Chinese restaurant. In the foreground, a woman in a blue floral dress looks directly at the camera with a somber expression. Behind her, a man in a dark suit and red tie also looks serious. To their right, a young woman with her arms crossed and an older woman with a leopard-print patterned top are visible. On the far left, an elderly man with a mustache and a woman in a white blouse are partially visible. The background features warm lighting from hanging lanterns and framed calligraphy on the wall. Overlaid on the center of the image is the title "THE FAREWELL" in large, white, serif capital letters. Below the title is a white rectangular button with the words "WATCH NOW" in black capital letters.

Prototype (Adobe XD)



HOME ABOUT WORKS NEWS CONTACT

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Member 2

Anita Gou

Member 3



HOME ABOUT WORKS NEWS CONTACT

THE SILENT TWINS



Tap image to switch view

The chilling true story of the Gibbons twin sisters who were entirely silent, communicating only to each other in a private language. They became obsessed with writing fiction, boys, and crime in their teens but their intense bond ultimately turned into something more dangerous.

Dir Agnieszka Smoczyńska
Starring Letitia Wright, Tamara Lawrence
In post-production
To be distributed by Focus Features

NEWS		HOME	ABOUT	WORKS	NEWS	CONTACT
2022	Jan 1	Loreum ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et	Loreum ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et	Loreum ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et	Loreum ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et	Loreum ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et
2021	Jan 1	Loreum ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et	Loreum ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et	Loreum ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et	Loreum ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et	Loreum ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et



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ACEA Global Website is a work-in-progress **web design and front-end development** project for Advanced Continuing Education Association (ACEA). I'm actively designing and engineering the typography, layout, animation, interface, color and styling of the home page.

To achieve a sense of ease and simplicity important to the company brand, I made a smooth scrolling animation to break the header illustration into three sections, corresponding to the three potential customers of the company. The layout and styles of texts and buttons features an ease to read the click, while being aesthetic and compatible throughout all major screen sizes.

Homepage:

<https://zhengzhou-huang.me/Design/acea/homepage/>

Animation:

<https://zhengzhou-huang.me/Design/acea/minidemo/>

Manage Continuing Education *without* the Admin Work



For Employers & Enterprise

Your team has far more important things to do than managing their credentials and continuing education.

Help your team stay compliant and **save hours** in the process.

I'm an Employer



normal



hover



pressed



normal

Navigation Interface



For Healthcare Institutions

You prioritize engagement and efficiency by removing administrative burden for clinicians.

Let's take the admin work off your team's plate and *ensure compliance* in the process.

I'm in Healthcare



I'm an Employer



I'm an Education Provider

For Associations

Offer your members what they need to maintain their credentials while saving time.

I'm an Association or Society



For Educators

Engage your learners with a platform to centralize their entire continuing education experience.

I'm an Education Provider



I'm an Association or Society

I'm in Healthcare



Responsive



Animated Image Pans on Smaller Screens

Medium Screen

For Healthcare Institutions

You prioritize engagement and efficiency by removing administrative burden for clinicians.

Let's take the admin work off your team's plate and **ensure compliance** in the process.

[I'm in Healthcare](#)

For Employers & Enterprise

Your team has far more important things to do than managing their credentials and continuing education.

Help your team stay compliant and **save hours** in the process.

[I'm an Employer](#)

Manage Continuing Education without the Admin Work

For Employers & Enterprise

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[I'm an Employer](#)

For Associations

Offer your members what they need to maintain their credentials while saving time.

[I'm an Association or Society](#)

For Educators

Engage your learners with a platform to centralize their entire continuing education experience.

[I'm an Education Provider](#)

Small Screen

For Healthcare Institutions

You prioritize engagement and efficiency by removing administrative burden for clinicians.

Let's take the admin work off your team's plate and **ensure compliance** in the process.

[I'm in Healthcare](#)

For Associations

Offer your members what they need to maintain their credentials while saving time.

[I'm an Association or Society](#)

For Educators

Engage your learners with a platform to centralize their entire continuing education experience.

[I'm an Education Provider](#)



Additional Graphics for Sign Up Page & Stills of Promotional Animation

CE

Recommended Requirements Find CE Profile

BASIC

FREE forever
plus free 14 day trial of Elite*

- ✓ Track All Education In One Place
- ✓ Get Renewal Reminders
- ✓ Access Free Education

Sign in with email

Email address

Password

Confirm password

Create account

A collection of icons representing various features: a purple board with documents, a person working on a laptop, a purple profile icon, and a grid of course cards.



Commissioned Graphics For Educational Services





Sales Marketing Banner and Animation

View animation: https://zhengzho_u-huang.me/Design/motion/



Air, Water, Fire is a series of self-directed works showcase three imaginary brands and services through websites, videos, graphics and interactive demos. The series of works were done in close collaboration with Zhengyang Huang who is also a new media artist and UCLA Design Media Arts alumni.

My roles in doing these projects include interface design, web development, graphic design, video production, 3D playable demo, as well as speculative concept-building.

Air is an interactive booklet leading to a VR video that shows an imaginary smart home device.

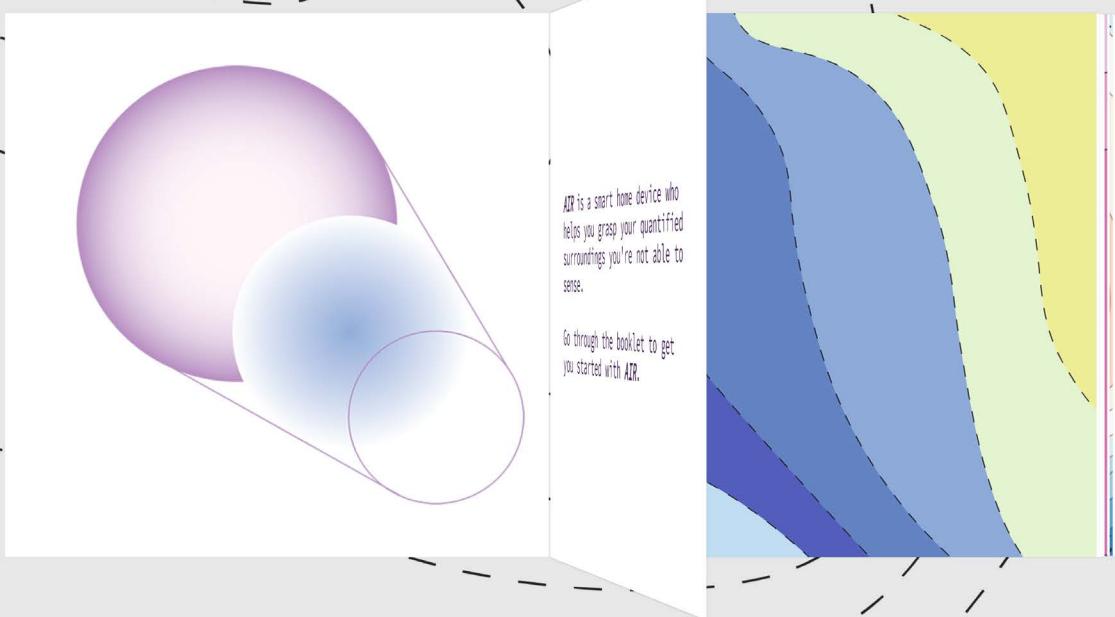
(<http://projects.dma.ucla.edu/exhibitions/mfa2021/air/>)

Water is a website where different pages, images and videos are displayed on interactive cubes.

(<http://projects.dma.ucla.edu/exhibitions/mfa2021/water/>)

Fire shows an potential product with illustrations, photos and a 3D playable demo.

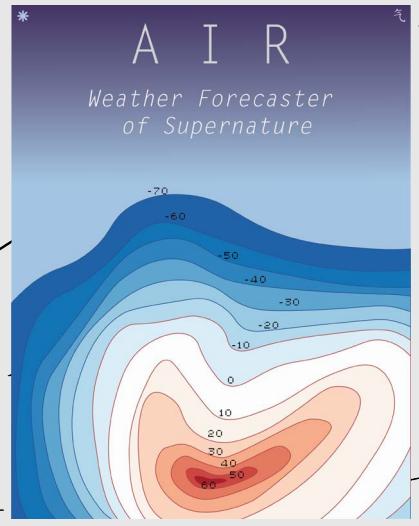
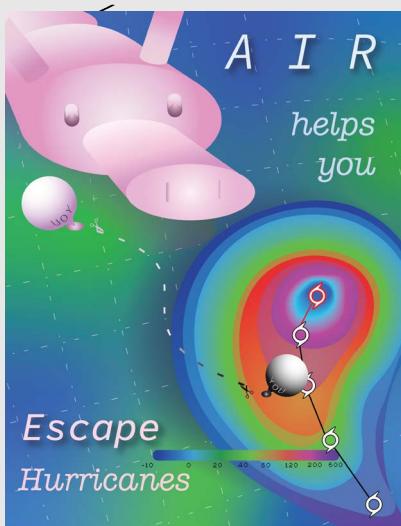
(<http://projects.dma.ucla.edu/exhibitions/mfa2021/fire/>)



Website: <http://projects.dma.ucla.edu/exhibitions/mfa2021/air/>

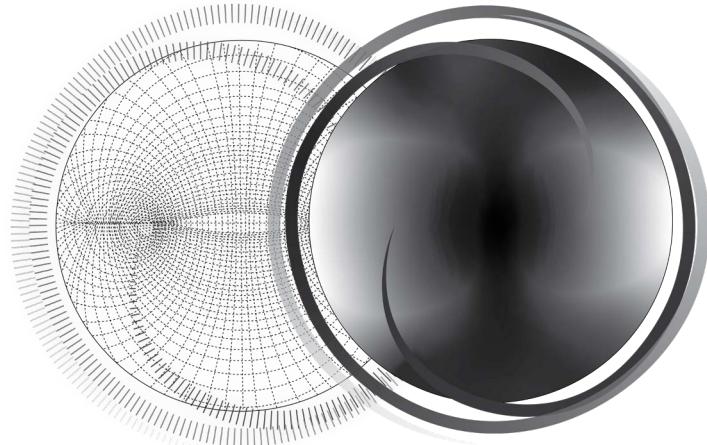






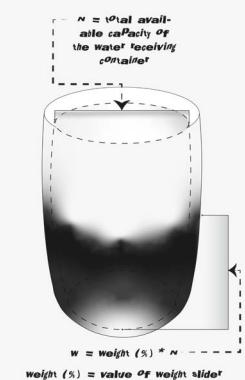
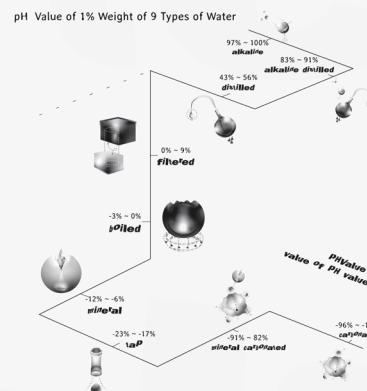
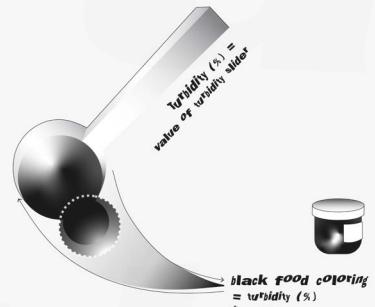
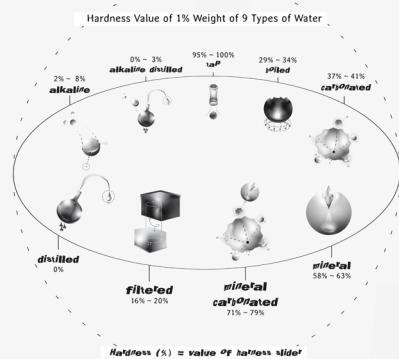
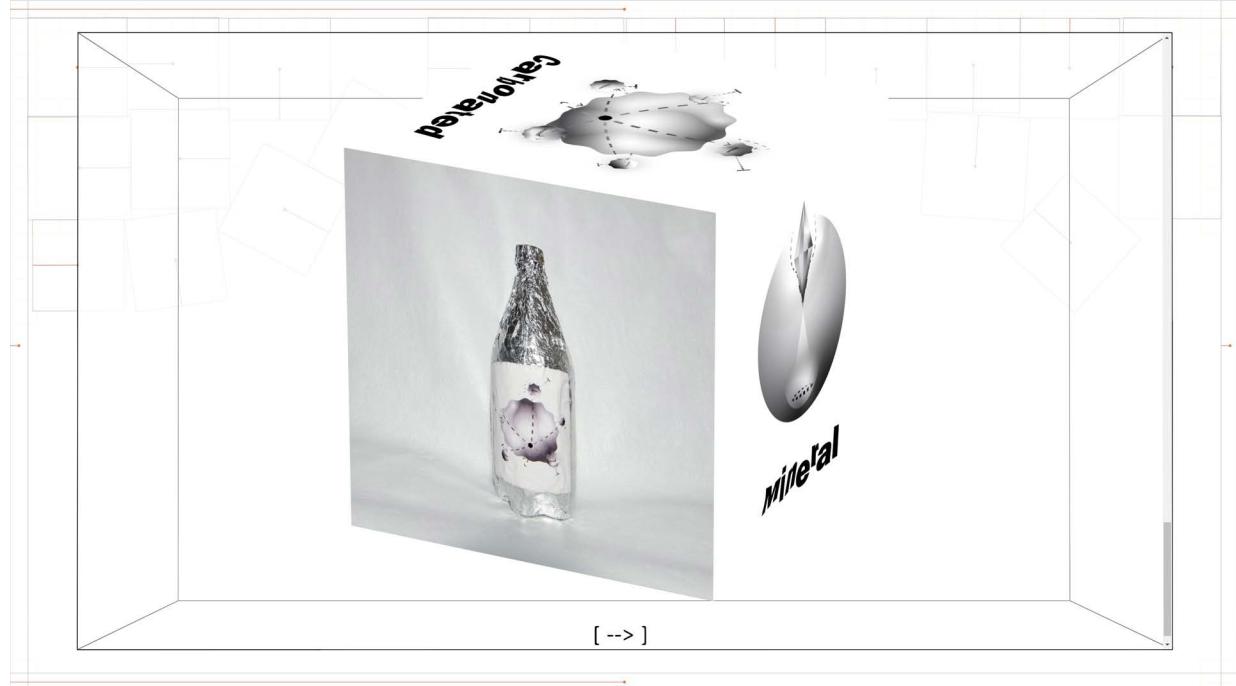
Water

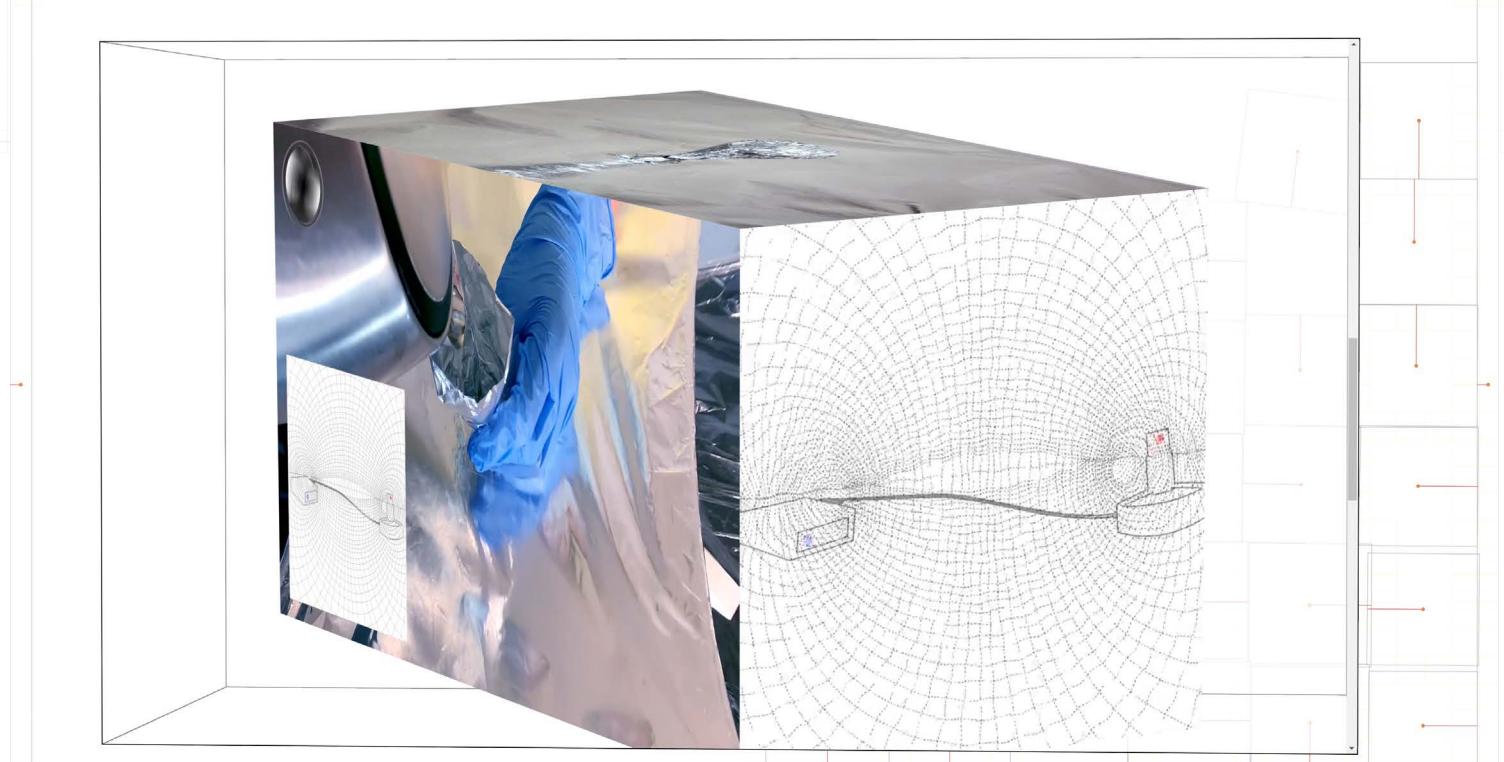
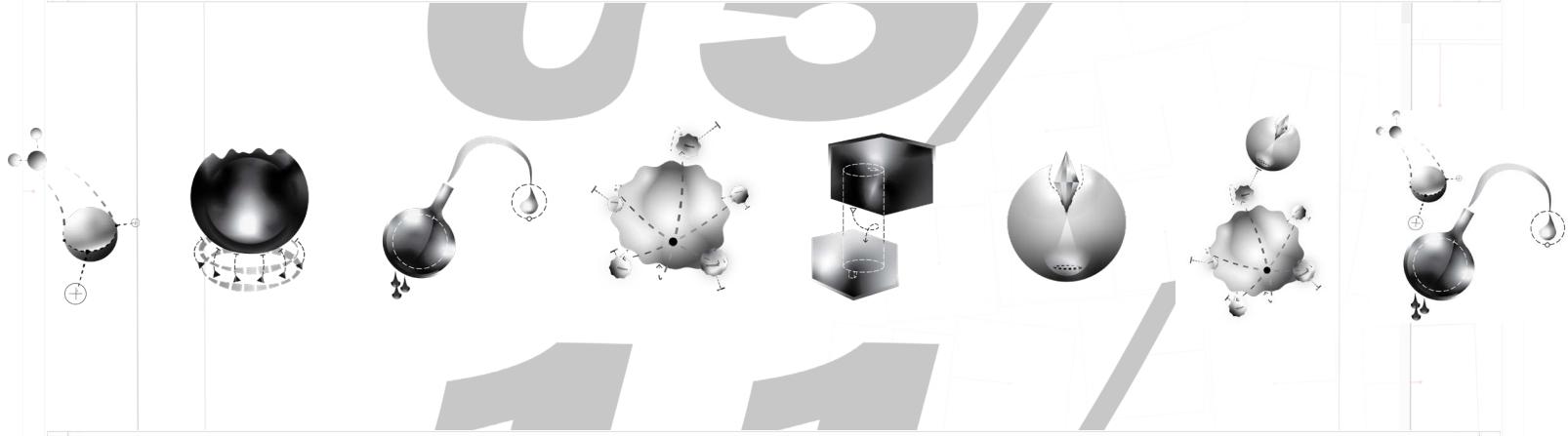
Water is an unstable data structure with which you store, share and delete your data.

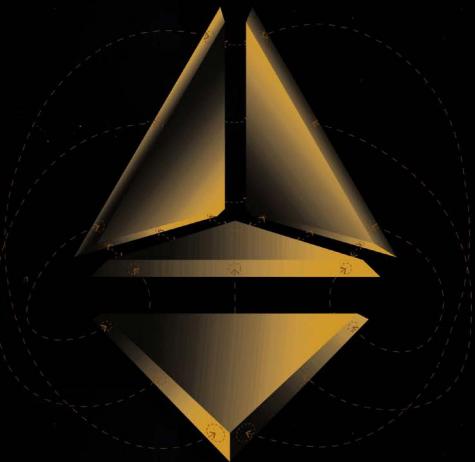


Website: <http://projects.dma.ucla.edu/exhibitions/mfa2021/water/>



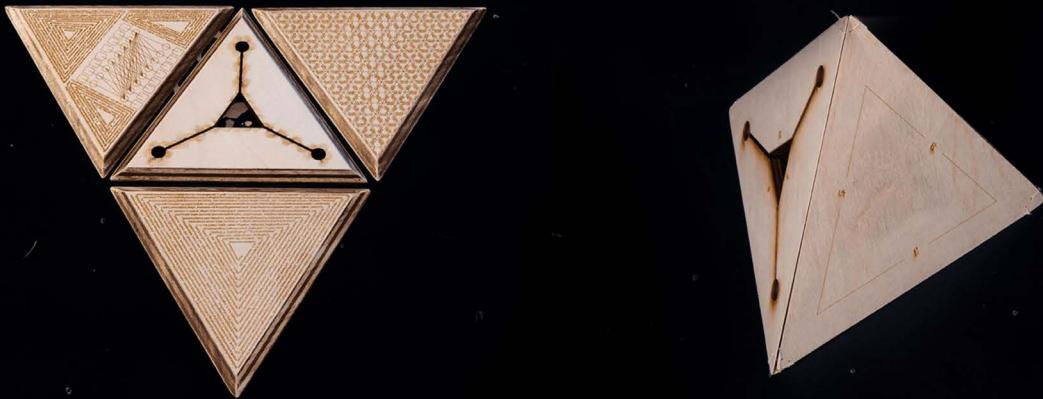




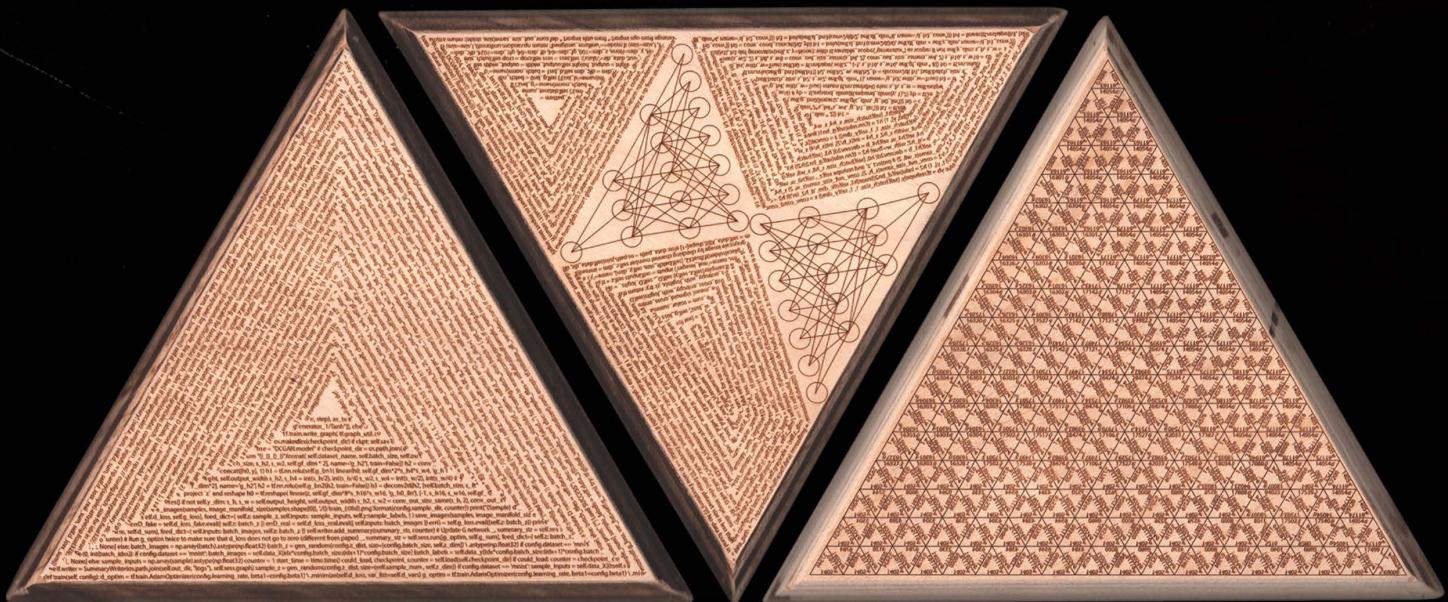


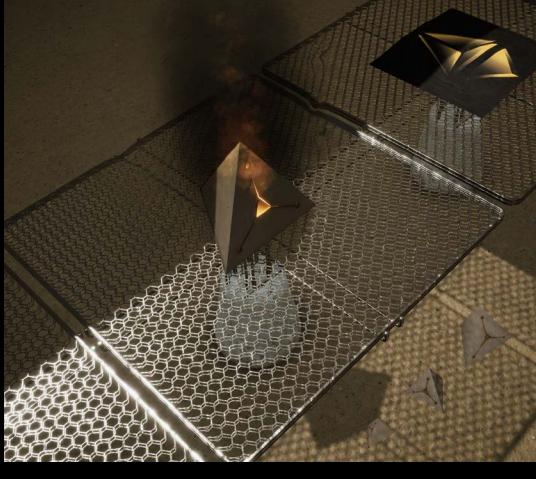
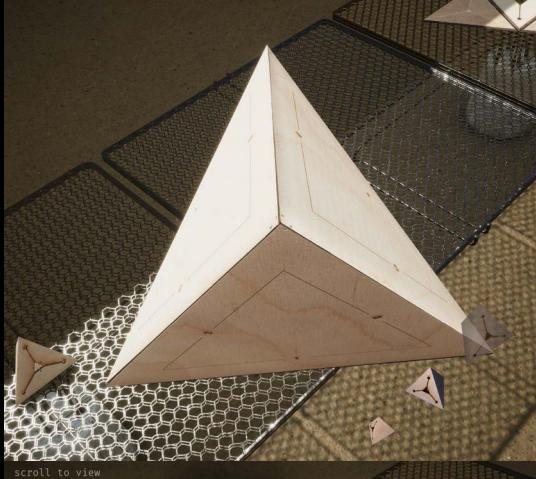
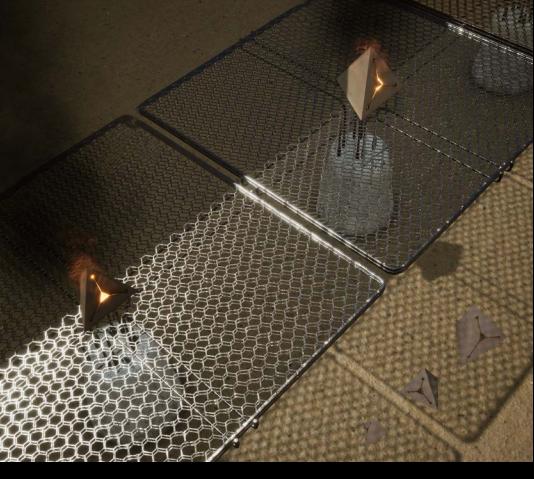
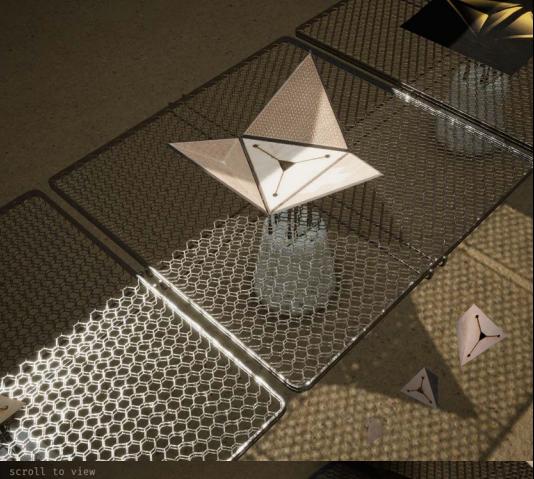
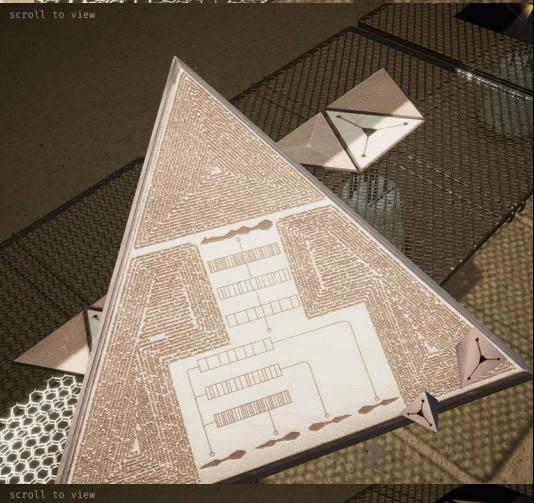
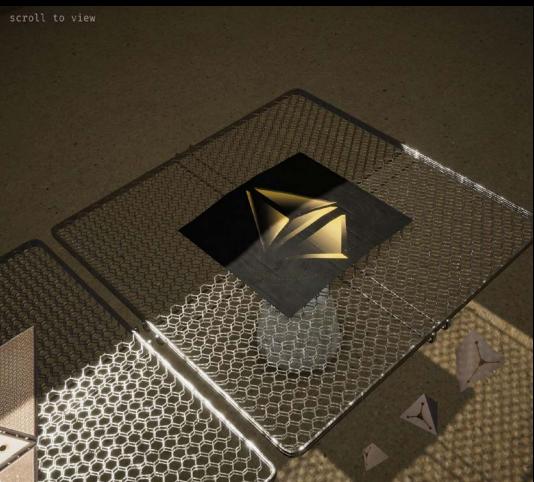
Fire

Webiste: <http://projects.dma.ucla.edu/exhibitions/mfa2021/fire/>



FIRE324 the training and model scripts are based on [DCGAN](#). It accommodates memory IDs of 324 sample image data.



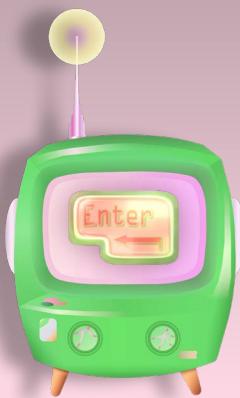


Pigxell is a webpage online game where players purchase 3D furniture with their own photos to decorate their rooms. Pigxell features unique game interface design that connects the virtual transaction between players and the operator(NPC) in the game. The retro-style graphics and UIs are made with both 2D and 3D software. Many of the game contents are also hosted as manuals, posters and websites beyond the game.

Pigxell is a self-initiated project made by myself using Unity Game Engine, Autodesk Maya, Adobe Photoshop and Illustrator.

Documentation Video:
<https://youtu.be/gi82bXDHebc>

Website Documentation:
<https://youtu.be/dwfIhjpTXU>





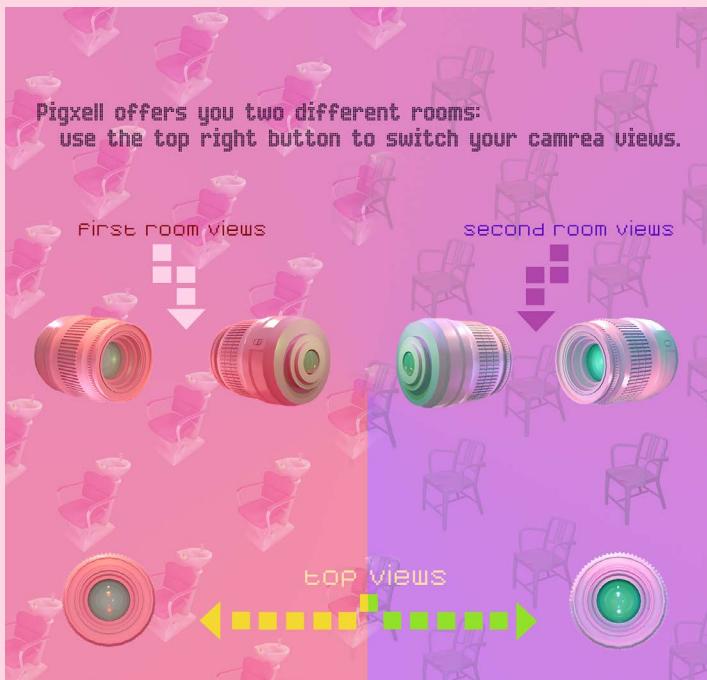
Pigxell is a room decoration game that critically reflects on users and data collection. It involves unique interactive interface for both players and the NPC controlled by an operator.



PIGXELL







Click this button at top right to shop at the Pig'x --- Pigxell's furniture store

Each time Pig'X opens, it has a different brand of Furniture:

eye snout feet ear

Every transaction at Pig'X asks you to take a photo of either your EYES, EARS, NOSE/MOUTH, HANDS/FEET, in order to buy a new piece of Furniture.

If the shop is **Closed**, please check the shop hours by clicking the "CLOSED" sign and come back later!



**Don't forget to
SAVE & LOGOUT**
before you quit the game !

Click the Bottom Left Button →
to save your game otherwise you will
lose your game data.

Please make sure your network connection
is stable while playing the game.





Phone Adoption



Phone Adoption



Storytelling and Resillience is a website that shows students projects from a Design Media Arts class. The website feautres a simple and effective showing layout for photos and videos.

Storytelling and Resillience is designed and created by myself.

Website:

<https://classes.dma.ucla.edu/Fall20/172/>

Storytelling and Resilience

- The Precise Moment
- Quarantine Portrait
- Virtual Shoot
- Greta Thunberg Edit
- Personal Voice over Video
- Video Essay

Storytelling can be an act of resilience in response to change and adversity. This course examines the intersections of video, storytelling, and cultures of resilience. Through presentations, group discussions, virtual galleries and video links the students will conduct research and study artworks by diverse voices. Students will create a short mixed media video addressing a contemporary issue of their own choosing. This course is designed to help students develop a visual toolkit and a critical approach to the medium of the moving image.

This website features works by Alyssa Deering, Henry Gonzalez, Sung A. Hong, Cho Kwan(Rachel) Leung, Ellie Park, Casey Rickey, Lee Teng, Gustavo Tepetla, Hana Tyska, Megan Wu.

Instructor: Gabriel Noguez Teaching Assistant: Zhengzhou Huang

The Precise Moment

Go on a walk and look at the natural light.
Try to shoot in the early morning or late afternoon.
Hold your camera close. Look out for surprises, geometry and photograph something that speaks to you.



[Click to see Casey's photos](#)

Share Screen is a website for the Design Media Arts 2020 MFA preview show. I collaborated with a team of artist on making the graphics for the homepage and designing the mobile responsive menu of the show website using mainly Autodesk Maya and Adobe Photoshop.

Website:

<https://projects.dma.ucla.edu/exhibitions/sharescreen/>



SHARE SCREEN

