

# XINYAN ZHANG

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## SKILLS

### ART & DESIGN

**Website Design** // Wireframes, Website Composition and Layout, Coding, Responsive Design, WordPress.

**Graphic Design** // Brand Identity, Poster, Typography, Traditional Lettering, Iconography.

**Traditional Illustration** // Watercolor, Acrylic, Gouache, Oil, Ink, Scratchboard.

**Digital Illustration** // Photoshop, Illustrator.

**Drawing** // Value, Anatomy, Figure.

**Animation** // Traditional, Storyboarding, Sculpting.

### SOFTWARE

Adobe Creative Suite

### LANGUAGES

Native Proficiency in English.

Native Proficiency in Japanese.

Professional Proficiency in Chinese / Mandarin.

Elementary Proficiency in Spanish.

HTML, CSS

## EDUCATION

California College of the Arts / San Francisco, CA

BFA in Illustration, August 2009 - May 2013

- Advanced Illustration Thesis
- Children's Book
- Animation, Storyboarding, and Film

## EXPERIENCE

### Partner Operations Specialist (via Accenture)

Google Play / Google / Tokyo, Japan / Aug 2014 - Present

- Redesigned external facing tool to improve data representation for a more efficient, better user experience.
- Maintained relationships with external and internal teams with 99% satisfaction rate.
- Negotiated workflow changes with 18 partners, while emphasizing on its benefits and resolving 95% of errors made due to miscommunication.
- Implemented training programs for partners on tools and workflow, improving rejection rates from 80% to 15%.
- Handled expansion to NZ, making 80% movies live in AU to be available in NZ during launch.
- Expanded AU store by 40% for movies and 121% for TV over period of 1 year, largely contributing to market growth.

## EXPERIENCE (CONT.)

### Freelance Designer / Illustrator

Tomorrow Studios / Remote / Apr 2015 - Feb 2016

- Designed game map, illustrated icons, and decorative pieces such as vegetation, benches, and lamps for a fully map design.
- Created designs to appeal to demographic of young children, maintaining consistent design for a friendly, cute, and pop feel.
- Provided insights and advice on layout and functionality for better composition and user experience.
- Solved branding inconsistencies in characters to display in-game while maintaining likeness and image.
- Executed designs with tight deadlines of 3 day turnovers from concept to completion.

### Content Review Coordinator (via Vaco)

Youtube / Google / Mountain View, CA / Sept 2013 - Jun 2014

- Perform quality control on Japanese movies and TV shows prior for release on Google Play Movie Store for Japan.
- Identify and propose improvement changes to program, policies, and product.
- Reviewed and pushed content for Japan launch, contributing to exceeding expectation of titles live, driving store size of Japan to be 2nd largest.

### Product Manager and Website Designer

Real Estate / TWV / Remote / Aug 2013 - May 2014

- Designed the layout of website.
- Designed branding identity and chose color palette pertaining to client's brand image.
- Designed splash login page.
- Software used: Illustrator, Photoshop.

### Graphic Designer

Online School / Dr. Lan / Remote / Aug 2013 - May 2015

- Designed websites, fliers, banners, and promotional materials for eye catching designs that appeals to parents and students.
- Took lead to advise and manage design used for promoting their program at fund raisers and events.
- Software used: Illustrator, photoshop

### Freelance Illustrator

Wine / Finding Bacchus / Remote / 2012 - 2013

- Designed banner and series of small illustrations to implement into their website and social media platforms.
- Created illustrations that matched their look and feel of the company, giving a contemporary and minimalist design.
- Software used: Illustrator