Yancheng *Eric* Zhang

Designer

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Reference details available upon request

Dr Chris Muller
Senior Lecturer,
Macquarie University

Mr James Anderson
Sr. Product Design Manager,
Macquarie Group

Desired Position

Graphic Designer
Temporary Graduate Visa (485) - Full work rights

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Portfolio - https://

ericzhang. design

A blended skill set in

graphics& marketing

As a visual designer with a marketing mindset, I am backed by a strong foundation in digital media and advertising. I earned my second master's degree at Macquarie University as the highest achiever in six core units. In my prior academic pursuits, including both my first master's degree and undergraduate studies, I achieved High Distinctions in all visual design courses, proving that design is definitely my thing. With experience as a creative designer and marketing specialist at two Fortune 500 companies, I have also shared my expertise as a tutor in a bachelor-level design workshop.

Education

Studies covering Visual Design, Marketing, UI/UX, Digital Media

Master of Creative Industries
Macquarie University, Sydney, Australia
Feb 2024 – Dec 2024
  Grade: 88 / 100
  Awards: Highest Achiever awards in 6 of 8 units (1st / 235), Academic Excellence Award

Master of Digital Communication and Culture
University of Sydney, Sydney, Australia
Aug 2022 – Dec 2023
  Grade: 83 / 100
  (High Distinctions in all visual design and video editing units)

Bachelor of Public Relations and Advertising
BNU-HKBU United International College, Zhuhai, China
Sep 2018 – Jul 2022
  Grade: 90 / 100
  Awards: First Class Awards, President's Honour Roll

Visual Communication Summer Programme
Hong Kong Baptist University, Hong Kong, China
Jul 2019 – Aug 2019
  Grade: 93 / 100

Experience

Graphic Designer
Macquarie Business School, Internship, Sydney, Australia
Aug 2024
Nov 2024

Brochure Design: Designed a 28-page <u>brochure</u> for *The Bachelor of Commerce Capstone* unit, praised by the Course Director of the Bachelor of Commerce for its exceptional design and information clarity.

Graphic Designer
JD.com, Internship, Beijing, China
Jul 2021
Aug 2021

JD.com, often referred to as the Chinese Amazon, is the largest retailer in China and ranks 52 on Fortune Global 500.

B2B Visuals: Designed in-app visuals and offline event materials, including splash screens, posters, and banners, maintaining targeted visual appeal in B2B design.

Graphic Designer & Marketing Specialist
Tencent, Internship, Shenzhen, China
Jun 2020
Aug 2020

Tencent is a leading multimedia company in the world. It operates game-changing products like WeChat and League of Legends.

Graphic Design: Designed visual material for the World Championship 2019 and College Championship 2020 of League of Legends, including event props, internal reporting slides, and infographic reports.

Marketing: Led a core team of 130+ students, assisting in campaigns across 1,300+ colleges and universities in China. Coordinated the promotion of *Tencent E-Sports* (a book), achieving 500k+ exposures.

Photoshop Workshop Tutor
BNU-HKBU United International College, Casual, Zhuhai, China
Apr 2019
Jun 2021

Achievements: Lectured in four training sessions with 80+ hours of workshops and 240+ bachelor students, receiving excellent feedback from both instructors and students.

Expertise: Specialised in helping students understand the dynamic combination of tools in Photoshop, simplifying complex concepts into an engaging approach.

Achievements

Stephen FitzGerald Scholars Program 2024 ↗

A prestigious government program named after Australia's first ambassador to China, aiming to foster Australia-China relations through dialogue between selected Chinese students and Australia's key figures in Canberra. Nominated by Macquarie University as one of 33 top Chinese students in Australia to participate in this program.

Projects

BYD AusAware Campaign 2023
Final-year capstone project at the University of Sydney

Developed a brand awareness campaign for BYD Australia as a graduation project with a High Distinction grade.

Chinese TV in the Netflix Era
Book cover design for Anthem Press, 2023

Cover design for a scholarly book published by a reputable publisher.

2019 League of Legends World Championship
Spinnaker design

Designed a custom sail for premier League of Legends esports teams as part of the 2019 World Championship campaign. Featured in the official event video, sailed by an Olympic athlete.

2019 Peking University Top Ten Hosts Competition
Key visual design

The key visual for this competition at China's top university achieved 100k online views, featuring in a video by Benny Sa, China's most renowned TV host.

Explore all projects and visuals at

ericzhang.design

Website