

9125030980
tzlzfendesign.com
tzheng463@gmail.com

TONG ZHENG

GRAPHIC DESIGNER

SUMMARY

I'm dedicated to solving problems through visual communication. My works are expressive and meaningful. Every piece of work is an opportunity to grow as a designer, I am looking for more opportunities to continue learning and growing in the design industry.

EDUCATION

Savannah College of Art And Design
Master of Arts
Graphic Design & User Experience

Shanghai Institute of Visual Art
Bachelor of Fine Arts
Visual Communication

AWARDS

Savannah College of Art And Design

- CAPP Design Challenge
- SCAD Academic Scholarship

Shanghai Institute of Visual Art

- Shanghai Outstanding Graduate
- 2016 Excellent Graduate Work
- 2015 Outstanding Student
- Second Prize Scholarship
- Third Prize Scholarship

EXPERIENCE

Creative Direction

Shanghai Brandvista. Jun.2014–Sep. 2014

- Designed the visual images and built the website for the marketing department.
- Worked with the marketing department to plan commercial events and delivered the visual identities.
- Launched a series of digital posters for social media. Provided design for Mcdonald's, Tencent, Pepsi and so on.

Can Box Culture Communication. Jun.2014—Sep. 2014

- Coordinated with other design agencies, researched, designed and provided solutions for marketing team.
- Projects Include Strategy making and packaging design for Yi Ri San Tan Herbal Tea and Coffee Box; visual design for Ri Shiji online store webpage.

Primary

Nova Brand Design Company Jun.2014—Sep. 2014

- Worked with the art director and designed the 2014 fall product brochures for LE COQ SPORTIF; Developed the branding design for FANCY 3D Photography Company.

Shanghai Concert Hall Oct.2014—Dec.2014

- Worked in the marketing department as the researcher, events planer and graphic designer.
- Planed membership events and designed visual images.

Shanghai Songjiang Magazine | Jan.2015—Jan. 2016

- Communicated with an editor and deliver the magazine cover design for periodicals.

Freelance

Tong Zheng Design. Since 2013

- Led the student design team, planned events and designed posters for school; Created visual identity design, and online store webpage for companies and exhibitions independently.
- Built brand image for Pissarro Arts & Steam Creative Center.
- Delivered visual identity guidelines for the Alumni Association of Fudan University.
- Launched visual guidance for Trans-Design-Shanghai Art & Design 2016. Designed the interactive guidance system and interface design, which serviced more than 300,000 visitors.