

📍 SAN FRANCISCO BAY AREA
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➔ [HTTPS://WWW.ZONGLANLUO.COM](https://www.zonglanluo.com)

Multi-skilled creative designer with over five years of experience utilizing multiple design disciplines to create effective visual solutions for brands. Develops highly detailed and visually consistent content in order to drive business success.

CORE EXPERTISE

Brand Identity
Social Media
Marketing Campaigns

UI/UX
Motion Graphic
English / Mandarin

Typography
Infographics
Illustration

Concept Development
Design Strategy
Content Creation

PROFESSIONAL EXPERIENCE

2022-2023

DESIGNER • POPPULO

- Collaborated with the content team to create informative editorial guides, effectively increasing the audience's knowledge of communication strategy in order to promote our product.
- Played a pivotal role in the design and implementation of our brandfolder, a centralized photo and creative library that ensured all teams had access to on-brand assets.
- Conceptualized and executed stunning social/email assets, driving engagement and product awareness.
- Created high-quality in-brand illustrations that accurately conveyed the benefits and features of our product, incorporating feedback from stakeholders to refine the final deliverable.
- Played a key role in the company's rebranding effort by assisting in the transfer of existing design assets to the new brand identity, ensuring a smooth and cohesive transition to the new branding.

2021-2022

CREATIVE DESIGNER • WEEE!

- Collaborated closely with the marketing team to create engaging online and offline seasonal campaigns, including animated GIFs that drove increased user engagement.
- Provided cohesive visual assets to the product team, ensuring a seamless user experience across web and mobile platforms.
- Designed a new email visual guidelines and developed a Figma library to increase organization and support more efficient marketing strategies.
- Worked collaboratively with marketing and development teams to successfully launch new onboarding and second purchase email series for registered users.
- Conceptualized and executed design strategies for online ads and social media content, including creating carousel designs for social media platforms.

2018-2019

GRAPHIC DESIGNER • TENCENT AMERICA

- Spearheaded the creation of innovative, high-quality social media content for the popular mobile MOBA game, "Arena of Valor."
- Analyzed eSports data to generate visually compelling and engaging ideas for social media content, resulting in increased engagement with the game's fans.
- Iterated on icons and motion banners for social media platforms and app stores, resulting in improved click-through rates and increased downloads.
- Managed and categorized social media and marketing design assets, creating an efficient company library that enabled colleagues to easily access and utilize the assets.
- Collaborated closely with the marketing team to ensure that all social media content was aligned with the company's brand identity and marketing goals.

EDUCATION

Master of Arts / Graphic Design and Digital Arts / Academy of Art University
Bachelor of Fine Arts / Landscape Design / Chongqing Technology and Business University

TECHNICAL EXPERTISE

Adobe Photoshop
Adobe Indesign

Adobe Illustrator
Adobe After Effects

Figma
Adobe XD

Google Workspace
Invision

Midjourney
GPT-4