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< I AM MYRA ZHANG, A VISUAL DESIGNER AND A CREATIVE LISTENER. >< MYRAZHANG.INFO >< HELLO@MYRAZHANG.INFO >< +86 1862114500 >

## EDUCATION

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09.2016–08.2020

### ArtCenter College of Design

Pasadena, California

Bachelor of Fine Arts in Graphic Design

09.2011–08.2015

### Shanghai University of Engineering Science

Bachelor of Fine Arts in Art Design

## EXPERIENCE

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03.2021–Present

### frog Design

Visual Designer • Shanghai, China

Myra is a visual designer from the frog Shanghai office, focusing primarily on branding and interaction design. By pinpointing user needs, Myra translates findings into actionable insights and proposes various solutions. She gained extensive experience at frog through creating valuable brands for various industries, including smart technology, financial services, mobility, and health.

#### ■ Ford CX 821 HMI Innovation (2023)

Product Delivery, Experience Design • Transportation

Lead and enriched the client's textual concept for the customized scenes by providing a full storyline and visualization in 6 weeks.

Created a high fidelity demo to help the client to realised experimental and emerging concepts based on the prototype, and help designers to quickly interact with their concept in a concrete and interactive way, test the usability.

#### ■ PATAC Automotive Center Future Opportunity (2022)

Research, Innovative Design • Transportation

Through a multitude of stakeholder interviews and in-field research, frog delivered a design thinking workshop focused on the future design opportunity of vehicle models in the next five years.

#### ■ Personage, Product and Packaging Design for MO (2022)

Product Delivery, Packaging and CMF Design • WELLNESS

Design a brand new sex toy including defining user type and using scenarios by using qualitative and quantitative research, to help clients open new product line. Provided a prototype of the new product, and the relevant technical documents and data. Continued to follow up customer prototype testing as long as 1 year cycle.

#### ■ Ford IVI Signature Experience (2022)

Interaction design, Experience Design • Transportation

Designed signature driving experience for Generation Z, explored and visualized the innovative opportunities.

#### ■ iTear Medical Device with Arctic Vision (2021)

Branding, Product Design, Interaction Design • Biotech

iTear's packaging and Arctic Vision's app renovated in line with newly applied brand visual identify systems. Delivered VI system, 2 sets of packaging design and 2 sets of app design to enable iTear's launching.

#### ■ KGIS & KGIB Financial Bank Project (2021)

CXStrategy & Service Design, Digital Transformation • Finance

Created new digital financial products to help clients complete their digital transformations. Additionally, defined the brand and

business model, as well as the entire digital and offline service experience, through user research and concept validation.

#### ■ Prinx Transportation Project (2021)

Visual Design & Production, CX Strategy • mobility

Built and launched a new tire brand & service venture in 18-week using a venture design approach. frog delivered the overall VI system and established a flexible brand management system to meet Prinx's needs for brand expansion.

#### ■ frog Marketing Visual Designer

Conceptualization, designing, creating and executing creative concepts for the company brand (eg. marketing collaterals, posters, brochures, business development printing materials, wechat social media articles, company digital assets etc.)

## RECOGNITION

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### 2020 SEGD Global Design Awards

- Los Angeles River Signage Master Plan

09.2019–01.2017

### ArtCenter Student Gallery

- *The Filthy Reality of Everyday Life*, editorial print
- My undesirable talent, style frame
- *In the Blink of an Eye*, editorial print
- Boyle Heights Heritage Festival, poster series

09.2016–12.2016

### ArtCenter Provost's List

- Spring 2020
- Fall 2019
- Spring 2018

09.2014–08.2015

### Shanghai University of Engineering Science

- The First Prize Scholarship

## EXPERTISE

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### Strong working knowledge of:

InDesign, Photoshop, Illustrator, Figma, After Effects, Premiere, Video editing, Miro, XD, Pages, Keynote, and social media marketing

### Familiar with:

Cinema 4D, Sketch, Sublime Text, Bridge, Dreamweaver, MadMapper, Processing, Word, PowerPoint, and letterpress

### Analog Skills:

Printmaking, bookbinding, screenprinting, linocut, sewing, print production, and physical model making

### Languages:

Fluent in Mandarin and English

### Interests:

Photography, film, fashion, music, animation, visual arts, traveling, food, and cats



## 教育背景

09.2016-08.2020

### 美国艺术中心设计学院

平面设计学士学位

主修课程: 视觉传达、品牌设计、动画设计、交互设计、跨媒体交互设计、广告设计与策划、包装设计、字体设计、印刷设计、空间文字设计、信息设计、网站 Coding、三维建模等

09.2011-08.2015

### 上海工程技术大学

广告艺术设计系

## 奖项荣誉

### 2020 SEG D Global Design Awards

- Los Angeles River Signage Master Plan

09.2019-01.2017

### ArtCenter Student Gallery 学校展出

- The Filthy Reality of Everyday Life*, 书籍装订设计
- My undesirable talent*, 动画分镜设计
- In the Blink of an Eye*, 书籍装订设计
- Boyle Heights Heritage Festival, 系列海报设计

09.2016-12.2016

### ArtCenter Provost's List (GPA3.8分及以上)

- Spring 2020
- Fall 2019
- Spring 2018

09.2014-08.2015

### 上海工程技术大学

- 一等奖学金

## 职业技能

### 擅长软件:

Illustrator, Photoshop, Figma, InDesign, After Effects, XD, Miro, Premiere, Pages, Keynote, and social media marketing

### 熟悉软件:

Cinema 4D, Sketch, Sublime Text, Bridge, Dreamweaver, MadMapper, Processing, Word, PowerPoint, and letterpress

### 语言:

中英文流利

## 个人评价

我喜欢把注意力集中在创意、感觉和细节上,善于观察和发现美,紧跟国外设计流行趋势。设计中善于结合不同领域的设计元素并在艺术和设计方面找到创新的解决方案。倾向于去思考设计本身和故事的阐述,从而在我的作品中获得更深层次的理解和共鸣。设计领域涉及平面视觉、艺术、生活方式、摄影、电影、时尚、广告、动画等。

## 工作经历

02.2021-Present

### frog 青蛙设计咨询/互格商务咨询(上海)有限公司

视觉设计师

- 在 frog 作为跨领域经验丰富的视觉设计师,工作期间与多学科团队合作,参与过来自金融服务、移动出行、智能科技、健康等多领域的创新项目,提供线上到线下的创新服务体验。
  - 致力于品牌设计、视觉交互设计、体验与创新设计、动画视频制作等。擅长用户体验和策略导向的设计思路,主张从用户研究和商业需求的维度挖掘机会点并制定设计策略。
  - 拥有从用户调研、产品策略、品牌打造、工业设计、至商品量产开发上市的全链路实务经验。通过定性研究、策略和视觉执行来探索和概念化创新解决方案。
- 福特汽车 CX 821 车机屏幕创新体验设计 (2023年)  
动画概念设计,服务体验,产品交付 • 汽车出行  
通过在6周内提供完整的故事情节和可视化视觉,丰富了客户对定制场景的文本概念。并创建5个高保真的动画,以帮助客户实现基于原型的实验性和创新概念,并帮助客户端设计师以具体和交互式的方式快速与他们的概念交互,测试可用性。
  - Personage 名流泛情趣类产品设计 (2022年)  
产品交付与落地,包装和 CMF 设计 • 消费用品  
帮助客户定义了3款全新的情趣玩具,包括定义用户类型和使用场景,使用定性研究帮助客户打开新的产品线。提供了新产品的原型,以及相关的产品结构 and 包装设计。持续跟进产品测试,包装落地等原型测试长达1年周期。
  - Patac 泛亚汽车探索未来创新机会点 (2022年)  
调研,挖掘创新机会点,故事版微动画 • 汽车出行  
参与调研与挖掘创新机会点,挖掘未来5年的车型创新设计点,21周从用户调研,发掘用户新生活方式到产出创新机会点。
  - 福特一字屏 Redwood 创新驾驶体验概念设计 (2021年)  
人机交互设计,核心体验设计 • 智慧出行概念  
面向 Z 世代的大屏人机交互概念及创新驾驶体验,挖掘年轻人用车新体验,并视觉呈现创新机会点。
  - iTear 极目生物 (2021年)  
品牌设计,产品设计,体验设计 • 生物医疗  
品牌视觉识别系统的更新,2款产品设计配合2套包装设计和2套APP应用的原型设计。
  - 凯基证券 KGIS & 凯基银行 KGIB 台湾金融品牌 (2021年)  
数字化转型,调研,CX战略与服务体验,已落地 • 金融服务  
数字化转型与CX战略与服务体验,打造全新数字金融产品,包含用户调研与概念设计与概念验证。
  - 浦林轮胎 (2021年)  
品牌全案,服务体验,已落地 • 移动出行  
定义全新轮胎品牌,18周从0到1打造品牌体系,包含品牌视觉、IP形象打造、产品命名、产品与服务、体验空间等。