myra

< I AM MYRA ZHANG, A GRAPHIC DESIGNER AND A CREATIVE LISTENER. >< 18621114500 >< HELLO@MYRAZHANG.INFO >< MYRAZHANG.INFO >

EDUCATION

09.2016–08.2020
ArtCenter College of Design
Pasadena, California
Bachelor of Fine Arts in Graphic Design

09.2014–08.2015
Shanghai University of Engineering Science
Bachelor of Fine Arts in Art Design

EXPERIENCE

03.2021–Present
Frog Design
Shanghai, China
Visual Design Intern
Collaborated with a multidisciplinary team on a 4-month new-branding project in field of mobility industry. Supported the strategy and experience team by exploring and conceptualizing innovative solutions through quantitative and qualitative research, strategy, and visual execution. Co-operated with other designers evaluating design options, developing designed strategy, and the creative brief across brand development, identity corporation, digital design, packaging and in-store customer experience.

12.2020–03.2021
Interbrand
Shanghai, China
Design Intern
Collaborated in a fast-paced environment with creative team to conceptualize and develop the project strategy, visual audit and PowerPoint presentation slides. Supported the strategy team by crating print and digital materials for internal and external graphic communications, with tasks comprising project research, designing kv, h5, promotional cards, illustrations, motion, and digital posters, including Nestle, Unionpay, Clover, and Weimob.

05.2019–08.2019
International Import Trading Services co., LTD
Shanghai, China
Design Intern
Contributed to the design team on visual identity development, brand guidelines, environmental graphics, exhibition design, and social media assets for the China International Import Expo. Assisted in the production and design of display graphics and signage used in the tradeshow booth and exhibition spaces.

04.2018–05.2018
Youder
Beijing, China
Freelance Graphic Designer
Worked on concepts and visual design for Youder's new popcorn packaging, which was co-branded with the film "Monster Hunt 2". Designed packaging forms and illustrations for different flavors.

FOCUSED COURSEWORK AT ARTCENTER

09.2019–12.2019
Independent Study with Wayne Hunt
Designed a master plan for Los Angeles River Signage to provide guidance for the LA River Revitalization Master Plan Project. The goal was to create a framework along the river with useful signage that reinforced the identity of River Park. The project involved developing the brand identity, public art installations, and a comprehensive signage program, including way-finding, street furniture, pictograms, and art installations.

09.2018–12.2018
Environmental Graphic Design
Curated an exhibition space for Nanna Ditzel based on Peter and Merle Mullin Gallery, which is on the ground floor of ArtCenter College of Design 1111 South Arroyo Parkway building. The final deliverable was a 1/4" scale model and 3D installations. Designed spatial layout, typography, spatial sequence, proportion, and storytelling.

RECOGNITION

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

Strong working knowledge of:
InDesign, Photoshop, Illustrator, XD, After Effects, Acrobat, Google Docs, 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, linocut, sewing, print production, video editing, and physical model making

Languages:
Fluent in Mandarin and English