Jiaming Zhang

Graphic Designer; UI/UX Designer

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Portfolio: https://jiamingzzz.com

Brooklyn, NY 11201

SKILLS

UI Design	UX Principles
Visual Design	User Research
Typography	Problem-Solving
Color Theory	Wireframing
Web Layout	User Flow
Branding	Usability Test
Digital Print	B2B/B2C
Infographics	Collaboration
Motion Design	Teamwork
Responsive Design	Leadership
Accessibility	Video Editing
Creative Coding	Photography

TOOLS   PLATFORM

TOOLS	PLATFORM
Figma	Google Slides
Illustrator	Keynote
Photoshop	Microsoft Office
InDesign	WPS Office
Adobe XD	Presentation
Sketch	Gather
Canva	Adobe Acrobat
Webflow	
WordPress	
Squarespace	
Premiere Pro	**ENGINEERING**
CapCut	P5.JS
Blender	HTML/CSS
Arduino	Front-End

CERTIFICATION

Graphic Design Specialization (CalArts)

Career Certificate by Coursera

EDUCATION

New York University
SEP 2023 - MAY 2025 (EXPECT)

Master in Integrated Design & Media

Stony Brook University, SUNY
SEP 2019 - DEC 2022

Bachelor of Art in Studio Art, Minor in Digital Art

WORK EXPERIENCE

UI/UX & Graphic Design Intern | Definer Labs
MAY 2024 - PERSENT

• Designed **UI interface** for Web3 and blockchain projects (**PIN AI**, **YCube**, **ZooEx**) by using **Figma**. Coordinate with design supervisor and engineering team to enhance the user-friendly of the application for improved product outcome.

• Delivered high-quality **brand guides**, **social media banners** and **infographics** that are reviewed by stakeholders, ensure that final prints reflect client specifications.

• Contributed to the design of presentation deck to elevate **Web3 future concept** and influence of the digital currency industry.

• Created visually appealing motion graphics as dynamic content for website.

Graphic Designer | American Lighting Industry Corp
JAN 2024 - MAY 2024

• Optimized the company logo to meet the minimalist and sustainable **LED branding identity**. Enhance the public recognition of the logo across various media.

• Designed for printed zine and packaging materials by **Adobe InDesign**, conduct for typography & visual layout for outstanding company image.

Graphic & Web Designer | L1 Print, Ronkonkoma
APR 2023 - JUL 2023

• Using **HTML/CSS** and **Squarespace** to establish the clothing website that meets customer needs and marketing goals.

• Created viusal assets such as promotional materials, online banners, digital ads and business card design, using **Adobe Photoshop** and **Illustrator**.

• Developed compelling pattern/logo and adjust screen printing layout, serving products like custom T-shirts and mugs.

• Provided innovative ideas for **B2C web design** to optimize the storefront page.

Social Media Intern | Rsquare Media Inc.
MAY 2022 - DEC 2022

• Collaborated with design team, delivered **100+** social media graphics by **Canva** for company's official accounts.

• Participated in daily meetings and dig into clients' pain points, advocated design strategies for positive images on social media.

• Completed **3 Online Reputation Management Projects** including Life Coach, SDR Consulting, and Pharmaceutical Data Management Software.

Multimedia Assist | The Statesman, SUNY
JAN 2022 - MAY 2022

• In charge of the production of shooting, editing, and content analysis of the video team, especially sports competition.

• Organized with the newsletter team and adjust the special topic's **layout on WordPress**; created banners and posters for department events.