MENGXI ZHANG

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A graphic designer with 4 years working experience. Passionate about translating complex concepts into intuitive designs. Collaborative team player with effective communication skills.

EDUCATION

Sep 2022 - Dec 2023
MA Design for Art Direction
UAL - London College of Communication

2013-2017
BSc International Business and Trade
Beijing Language and Culture University

WORKING EXPERIENCE

Feb-Sep 2024   Freelance designer | Bing Bing Foods | London

- Engaged directly with the client to interpret the branding brief and define a clear, strategic design direction.
- Developed the logo, brand identity, business cards, and product packaging for Bing Bing Foods, creating a cohesive and market-tailored visual identity.

Feb-Sep 2022   Graphic designer | Fanbu | Shanghai

- Collaborated with creative directors and copywriters to develop advertising campaigns for clients such as China Merchants Bank and WeChat Pay.
- Participated in briefing sessions, ideation, and brainstorming processes; created mood boards and presented design concepts to clients.
- Interpreted marketing briefs and translated business objectives into compelling, brand-aligned visual solutions tailored to target audiences.

2019-2021   Graphic & UI designer | Trip.com | Shanghai

- Created brand-aligned marketing graphics and UI for campaign landing pages on Ctrip and Zhixing (domestic travel service apps), transforming marketing strategies into effective digital designs.
- Collaborated closely with marketing teams and developers to optimize user experience and drive user engagement.

2018-2019   Graphic designer | Sina Weibo | Beijing

- Designed social media graphics and text layouts for official Weibo channels

SKILLS

Software
Photoshop, Illustrator, InDesign, Figma, After Effects, Glyphs, Cinema 4D, Final Cut Pro, Microsoft Office

Design Skills
Research and concept development, visual storytelling, communication and present ideas, print production

Languages
Chinese (mandarin), English