Shannon Zheng

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↪ Visual Designer

Experience

Pottery Barn Kids | Digital Designer

San Francisco, CA | January 2023 - Present

- Design and ship landing pages and emails while working with marketing and e-commerce teams to align creative briefs with business & inventory needs.
- Update website homepage regularly by creating Figma prototypes; work closely with website operations and developers to perform QA testing.
- improve organizational design workflow and collaboration by migrating design systems and brand assets from Photoshop to Figma
- Research design trends and apply to seasonal brand design strategy

LendingTree | Designer

San Mateo, CA | May 2021 - October 2022

- Visual & graphic designer for campaigns with the highest revenue per impression.
- Designed over 1000 ads using digital marketing data from Revjet and Skai.
- Led affinity diagramming workshops with ad analysts, researchers, designers, & product marketers for Display and Paid Social marketing channels.
- Upgraded UI and design systems to make ads consumer-centric & accessible.
- Designed motion graphics and video content across social media channels.

Gargoyle Magazine | Art & Layout Director

Ann Arbor, MI | September 2020 - May 2022

- Oversaw magazine's creative direction, artwork, layout, and print production.
- Developed mentorship program to train designers on InDesign and Photoshop.
- Managed team of designers and content creators for 8 seasons of production.

VegOut Magazine | Graphic Design Intern

Los Angeles, CA | June 2021 - August 2021

- Designed magazine spreads distributed to a national readership of 10,000.
- Created digital illustrations in Procreate and Photoshop for editorial partnerships.

Key Skills

Graphic Design
Visual Design
Design Systems
Branding
Prototyping
Illustration
Content Strategy
Video Editing/Animation

Technical Skills

Adobe: Photoshop, Illustrator, Premiere, AfterEffects
Wordpress
Figma, Sketch
Webflow, Framer
Processing, Creative Programming
HTML/CSS
Blender

Awards & Honors

Irene Bychinsky Bendler Award in Design (2020)
William A. Lewis Watercolor Prize (2019 - 2020)

Education

University of Michigan
B.A Art & Design
B.A Philosophy