

Vivyan Zhang

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Professional Experience

Color and Material Designer – Nissan Design America, San Diego, CA

2024 – Present

- Conduct research on global/regional color and material trends, industry advancements, and emerging technologies across diverse sectors to identify fresh directions for automotive.
- Translate consumer clinic insights and cultural trend analysis into strategic material profiles supporting vehicle design and product planning.
- Lead creation of CMF specifications, ensuring alignment with engineering, suppliers, and production feasibility for innovative materials.
- Collaborate cross-functionally to validate concepts through prototype development, supplier sampling, and testing processes.

Materials Collection Assistant – College for Creative Studies Library, Detroit, MI

2023 – 2024

- Researched and sourced textile and material suppliers to expand collection toward sustainability goals.
- Developed collection management strategies in collaboration with the head of collections to support design and material research.
- Trained and supervised student staff in collection methods and cataloging.

Communications Coordinator – Amant, Brooklyn, NY

2021

- Increased visibility of programs/publications via social media, newsletters, and visitor engagement.
- Coordinated with PR and design firms to deliver press releases, marketing campaigns, and exhibition materials.

Fashion Production Assistant – Threeasfour, New York, NY

2017

- Created croquis illustrations and textile ideations for press and collection materials.
- Managed garment specifications, sourced fabrics/trims, and assisted fittings for fashion shows.

Education

College for Creative Studies – MA, Colors and Materials (2024)

IED Barcelona – Postgraduate, Fashion Product Management (2023)

Parsons School of Design – BFA, Integrated Design (2018)

- Minor in Sustainable Fashion

Skills

- CMF Design (Color, Material, Finish)
- Material Innovation & Specifications
- Trend Research & Consumer Insights
- Prototype Development & Material Testing
- Print Development & Visual Storytelling
- Adobe Creative Suite (Illustrator, InDesign, Photoshop)
- VRED, AI Digital Visualization, Microsoft Suite
- Supplier Research & Collection Management
- Cross-Functional Collaboration & Product Lifecycle Knowledge