



Abbey Zhang

Design is an infinite stage for me
to fully exert my talents.

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Experience

Truecraft Creative

Atlanta, GA

Freelance Graphic Designer

2025

Developing a storyboard for motion graphics and leading the update of the main client's major website.

Headword!

Atlanta, GA

Graphic Designer

2019-2020

Collaborated with clients to create visions, conceive designs, and consistently meet deadlines and requirements. Played a key role in delivering a highly effective and functional WordPress website using HTML5, Elementor, and Google Analytics.

Key Achievements

- Increased revenue for eCommerce clients through effective design strategies.
- Contributed to a branding project that won ADDY Awards from the Atlanta Ad Club.

KidsII

Atlanta, GA

Graphic Designer

2016-2019

Collaborated with the creative team to design and lead branding efforts for Baby Einstein, Bright Starts, Ingenuity, and Oball, spanning retail experiences to social media content. Coordinated with marketing, brand, and production teams to ensure all project requirements were met.

Key Achievements

- Contributed to the development of a top-selling product.
- Developed concepts and design solutions for exhibitions in Hong Kong, Cologne, Nuremberg, and retail spaces in Toronto.
- Created storyboards for the production department under tight deadlines.

EllyB Events

Atlanta, GA

Graphic Design Intern

2016

Develop design concepts tailored to client requirements. Assisted in brainstorming sessions, contributing fresh ideas for layouts, color schemes, and typography choices.

Education

Savannah College of Art and Design (SCAD)

Atlanta, GA

Master of Arts

Graphic Design

2015

Teachers' College of Beijing Union University

Beijing, China

Bachelor of Fine Arts

Graphic Design

2011

Awards

2021 Atlanta American Advertising Awards

Super Joy Coffee

SILVER winners

2021

Adobe Design Achievement Awards

Turning Weapons Into

Art Campaign

Semifinalist

2014

AIGA Atlanta 5th Annual Student Pin Up Show

Turning Weapons Into

Art Campaign

3rd Prize Winner

2014

Skills

Branding
Identity Design
Packaging

Product Design
Journey Mapping
Wireframes
Visual Design
Prototyping

Tools
Adobe Suite
Sketch
InVision
Wordpress
After Effect
Elementor
Figma

Languages

English

Chinese, Mandarin

abbey-zhang.com