



Abbey Zhang

A Designer who experience
with visual design.

yanzhang8911@gmail.com
404-769-6722

Experience

Headword!

Atlanta, GA
Graphic Designer
2019-2020

Worked closely with clients to create vision, conceive designs, and consistently meet deadlines and requirements. Helped team delivered a highly effective and functional Wordpress website (technologies: HTML 5, Elementor, and Google Indexing and Analytics).

Key Achievements

- Increased revenue for ecommerce clients.
- Contributed to a branding 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 brand (including Baby Einstein, Bright Starts, Ingenuity and Oball) from retail experiences to social media content. Coordinated with the marketing team, brand team and production team to meet all project requirements.

Key Achievements

- Helped to improve the best selling product.
- Helped the team to develop concepts and design solutions for exhibitions in Hong Kong, Cologne and Nuremberg (Germany) and retail spaces in Toronto (Canada).
- Provided storyboards for the production department under extremely tight deadlines.

EllyB Events

Atlanta, GA
Graphic Design Intern
2016

Worked with a senior designer to create the design concept based on client needs.

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

Languages

English
Chinese, Mandarin