



Wei Zhang

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weizhangillustration.com

Education

Savannah College of Art and Design (SCAD)

Atlanta, Georgia
M.F.A Advertising
M.A Painting
2025
Achievement Grad Scholarship
International Student Scholarship
Academic Honors Graduate Scholarship

Nanjing Normal University (NNU)

Nanjing, China
B.F.A Art Education
2020
NNU Excellent Student Scholarship

Software Skills

After Effect
Axure RP
Canva
Capcut
Cursor
Illustrator
Indesign
Lightroom
Microsoft Suite
Photoshop
Premiere Pro
Procreate
Procreate Dreams

Other Skills

Acrylic Painting
Calligraphy
Photography
Printmaking

Language Skills

English
Chinese

Experience

Lumien Lighting

Atlanta, Georgia
Marketing Associate
2025-Present

- **Digital Media Production:** Created compelling visual content including motion graphics, promotional videos, and interactive media for social media campaigns
- **Photography & Videography:** Directed and produced professional on-site photography and videography for project documentation
- **Cross-platform Design:** Designed and adapted visual assets across multiple platforms (social media, print, digital advertising) while maintaining design integrity and brand coherence
- **Event Visual Design:** Conceptualized and executed visual design for events, including environmental graphics, promotional materials

SCAD-International Marketing & PR Department

Atlanta, Georgia
Content Creator
2022-Present

- **Visual Design & Web Development:** illustrated and managed the *SCAD Commencement 2023* China campaign, collaborating on H5 webpage development that reached 1000+ Chinese students.
- **Campaign Management & Art Direction:** led *Mid-Autumn Festival 2024* and *Lunar New Year 2025* campaigns, providing art direction for visual assets.

Covered Bridge Montessori School (CBMS)

Atlanta, Georgia
Marketing Specialist
2024-2025

- **Visual Design & Social Media Management:** managed CBMS social media platforms, creating branded visual content increasing Instagram reach by 110% and Facebook engagement by 25%.
- **Marketing Strategy & Event Management:** represented CBMS at the 2024 Southeast Homeschool Expo, producing print materials and conducting market research to develop marketing strategies aligned with CBMS values.
- **Brand Identity Design:** designed the website and branding for CBMS-affiliated non-profit CBC Inc.

Exhibition

Fête Gala Group Exhibition

TULA Arts Center
Atlanta, Georgia
2025

Award

2025

Shortlist Finalist

Communication Arts
Advertising Competition

Honorable Mention Award

TERAVARNA
International Juried Art Competition "Color"

Winner

Creative Quarterly
CQ 80 Fine Art

Special Recognition

Light Space Time (LST)
16th Abstracts
Art Exhibition