



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

Nanjing Normal University (NNU)
Nanjing, China
B.F.A Art Education
2020

Software Skills

After Effect
Canva
Capcut
Cursor
Figma
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 Specialist
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 trade shows, including environmental graphics, promotional materials

SCAD-International Marketing & PR Department

Atlanta, Georgia
Content Creator
2022-2026

- **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

2026

Silver Winner
Indigo Design Award
Silver Winner in Branding for Kids; Bronze Winner in Branding for Graphic Design

2025

Honorable Mention
IDA Design Awards
Graphic Design

Shortlist Finalist
Communication Arts
Advertising Competition

Honorable Mention
TERAVARNA
International Juried Art Competition "Color"

Winner
Creative Quarterly
CQ 80 Fine Art

Special Recognition
Light Space Time (LST)
16th Abstracts Art Exhibition