

emily zhang

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Experience

Web Design Intern/Wix Playground Academy |
June 2020 - Aug 2020

- Exclusively selected as one of 48 participants out of 1,000+ candidates for Wix's intensive 3-month web design program.
- Created an online campaign for quip which consisted of producing photographs, animations, and a marketing landing page.
- Designed and launched a real website for a nonprofit. Worked with the clients to understand their website needs and created a new website from the ground up.

Graphic Design Intern/APCO Worldwide Inc. | May 2019 - Aug 2019

- Collaborated with APCO Studio creative directors and designers through daily video meetings to organize projects, discuss progress, and provide design support.
- Worked with multidisciplinary teams on Fortune 500 client projects including social media graphics, advertisements, animations, and marketing materials.
- Identified a need for cohesive intern guidance in APCO and took initiative in designing a standardized intern guide, and helped redefine the internship program. The guide has been put to use throughout all of APCO North American offices.
- Designed and proofread proposal and pitch decks, with one winning APCO a new client.
- Assisted in designing marketing collateral for a festival of more than 4,000 attendees.

Graphic Design Intern/Institute for Transportation Research & Education | Mar 2018 - Aug 2018

- Designed print materials and graphics for social media platforms and conferences in an effort to raise awareness on car and pedestrian safety.
- Participated in weekly meetings with team members to discuss progress and to critique work.

Education

Pratt Institute

BFA in Communications Design

Emphasis in Graphic Design

Minor in Psychology

August 2018 - May 2021

3.9/4.0

President's List Honors

Accomplishments

2019 Design Nation Conference

One of 85 applicants out of 800+ chosen to attend the design conference led by Princeton University. Participated in design workshops led by top design agencies, and networked with design peers and professionals.

2018 Leading Strand Research Group

Participated in a half-year long research group study led by physicist Karen Daniels and design professor Sara Queens. Proposed multiple sketches, iterations, and prototypes, and helped build a large exhibit (Invisible Worlds) that visually explained Daniel's work in force networks within "soft matter".

Skills

Technical

Adobe InDesign

Adobe Illustrator

Adobe Photoshop

Adobe After Effects

Adobe XD

Sketch

Non-Technical

Organization

Constructive Criticism

Research

Communication

Teamwork

Iteration