

# LIMBER ZHANG

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## Experience

### **Deutsch NY** Designer

Mar 2022 – Present New York, NY

Design, art direct and lead projects and pitches from concept development, visual directions, design to production. Clients include Cetaphil, Differin, Galderma, TATA Consultancy Services, Village Medical, ClearChoice, among others.

### **designwajskol** Designer

July 2019 – Feb 2022 New York, NY

Identity and way-finding system for large-scale environment and buildings including Art Omi, Light Factory, and the 310W. Editorial design for Camphill Village, a living community for people with special needs. Rebranding for Fine Chocolate Industry Association.

### **MetaDesign** Designer

April 2020 – July 2021 New York, NY; Beijing, China

Corporate identity refresh and packaging system redesign for Yili Group, the biggest dairy brand in Asia, from concept ideation to execution. Created the brand guidelines, animation, motion graphics and videos for Audi, Volkswagen, Yili Group, Taobao, etc.

### **Chinah** Art Director, Designer

June 2019 – Present New York, NY

Design and art direction for the Chinah brand's digital presence, packaging, apparel, marketing communications, advertising campaign, in-store environmental graphics, and social content. Collaborated with Base Design on the rebrand in 2020.

### **Parsons School of Design** Freelance Designer

Feb 2018 – Sep 2019 New York, NY

Commissioned to design the Parsons Board of Governors Yearbook, created visual identities of School of Fashion Graduate Exhibition, Parsons Benefit Fashion Show and other projects to support institutional initiatives.

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## Education

### **B.F.A. Communication Design**

Parsons The New School for Design, New York, USA

Graduated with Honors

Studio Arts College International (SACI), Florence, Italy

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## Awards & Achievements

### **Silver Lion in Print & Publishing**

**Cannes Lions International Festival of Creativity**

### **University Design Studio**

Selected within the program to lead university design projects, worked with the Parsons Dean's Office and the department of Branding, Marketing and Communications at The New School.

### **Dean's List & Dean's BFA Scholarship**

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## Skills

### **Tools**

Adobe Creative Suite, Figma, InVision, FontLab, Glyphs  
HTML, CSS, JavaScript, JQuery

### **Media**

Motion graphics, illustration, animation, video, print, book, typeface, website, mobile application, data visualization exhibition, brand identity, packaging, way-finding

### **Languages**

English, Mandarin

### **Et al.**

Digital photography, film photography, ceramic art