

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 PNC Bank, Cetaphil, Differin, Galderma, TATA Consultancy Services, Village Medical, ClearChoice, Simple Mills, 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.

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

Awards & Achievements

Silver Lion in Print & Publishing

Cannes Lions International Festival of Creativity (June, 2023)

Gold

AdAge Modern Healthcare Marketing Impact Awards (Nov, 2023)

Finalist

The Anthem Awards (Dec, 2023)

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