



JACK ZHANG

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www.onejackdesign.com

I am a Senior Visual Designer based in the San Francisco Bay Area with 15+ years of experience, specializing in e-commerce marketing & growth, advertising, experiential, user-centric, and data visualization design. I tell stories, guide viewers, and connect people one pixel at a time.

EXPERIENCE

FEHR & PEERS | Walnut Creek, CA

Regional Senior Visual Designer (09/16 - present)

- Spearheaded the visuals for several large proposals and projects, including the City of Pittsburg Transportation Plan that generated over \$300,000 for the company
- Incorporated innovative technologies and tools to improve and differentiate from competitors, such as 360 photo-simulations, high-end photography and videography
- Orchestrated and trained nationwide marketing and visual communications team on best practices and strategies
- Mentored and supervised 5 mid-level and junior designers
- Collaborate with engineers and planners to visualize ideas, plans, and data into meaningful, easily interpreted graphics

THE GYMBOREE GROUP | San Francisco, CA

Senior Visual Designer (12/18 - 04/19)

- Supported daily changes in digital platforms (site, email, and social)
- Used data & insights (site metrics, usability reports, customer feedback, market research findings, user research, competitor offerings, sales data, traffic, abandonment, engagement, etc.) to create user-centered designs & innovation
- Mentored and supervised mid-level, junior, and contract designers ensuring balanced workload and consistent look throughout designs and platforms
- Brainstormed in planning and review meetings with the Senior Vice President of E-commerce & Marketing

FLOWATER | Burlingame, CA

Senior Visual Designer (05/15 - 09/16)

- Partnered with marketing director to create promotional graphics to mold the branding of the company
- Ensured the visual standards by maintaining brand guidelines throughout all collateral
- Provided photography and videography of clients and water stations at destinations throughout the Bay Area

UC DAVIS INTERCOLLEGIATE ATHLETICS | Davis, CA

Media Services Coordinator (06/07 - 10/12)

- Produced designs for web, print, and video platforms to promote all 23 NCAA sports programs
- Mentored and directed 3 junior designers and cultivated culture of trust and hard-work
- Filmed and shot photos during sporting and special events
- Created annual alumni magazine and brochures that were sent out to over 10,000 student-athlete alumni
- Collaborated directly with head coaches, assistant coaches, administrative staff to coordinate and execute on their graphical needs

SKILLS

Art Direction
Brand Development & Identity
Email Marketing
Project & People Management
Prototyping
Strategy
UI/UX
Web Design & Production
Big Data/Visualization
Photography
Video Shooting & Production
Bilingual: Chinese & English

TOOLS

Adobe Creative Cloud
Microsoft Office Suite
HTML & CSS
WordPress
Invision App
Salesforce Marketing Cloud
Amplience

CLIENTS

Adobe
Intuit
Facebook
Uber
University of California, Davis
University of California, Berkeley
University of California, San Francisco
Stanford
Google
Red Bull
Vans
CrossFit
City of Oakland
City of San Francisco
City of Walnut Creek
City of San Jose
Hong Kong East Ocean Seafood
Dragon Gate Chinese Restaurant

EDUCATION

Bachelor of Science

2002-2007

Design: Visual Communications
University of California, Davis