



Jack Zhang

CREATIVE LEAD

Contact

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Profile

I am a Creative Lead & 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

Blue Shield of California | Oakland, CA

Communications Creative Lead (03/20 - present)

- Led the vision of design and multi-media efforts to create communication for internal and external audiences spanning web, event, video, article, presentation, and print
- Identified and managed talent (via agency and contractor resources)

Fehr & Peers | Walnut Creek, CA

Regional Senior Visual Designer (09/16 - 01/20)

- Orchestrated and trained nationwide marketing and visual communications team on best practices and strategies
- Collaborated 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)

- 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
- Mentored and supervised designers ensuring balanced workload and consistent look throughout designs and platforms

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

Education

University of California, Davis | Davis, CA

Bachelors of Science, 2002-2007

Design: Visual Communications

Skills

- Art Direction
- Brand Identity
- Email Marketing
- Management
- Prototyping
- Strategy
- UI/UX
- Web Design
- Data Visualization
- Photography
- Videography
- Mandarin Chinese
- Adobe Creative Cloud
- Microsoft Office Suite
- HTML & CSS
- WordPress
- InVision
- Salesforce