



# Zixuan (Lillian) Zheng

## Graphic Designer

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## Education

09.2021–04.2026

### ArtCenter College of Design

Pasadena, CA

Bachelor of Fine Arts in Graphic Design

Sponsored Project at ArtCenter

05.2024–08.2024

### NUTRO Sponsored Studio

The course focused on creating a new brand identity system for the dog food company NUTRO. Our group of four consists of graphic design, product design, illustration design majors. Through interviewing Gen Z target audiences, we gained a deep understanding of their lifestyles, consumption habits, and brand expectations. Analyzing the interview content, we decided to redesign the pet food packaging to appeal to Gen Z customers. My role in the team was to handle the packaging design and layout.

## Recognition

09.2021–04.2026

### ArtCenter Undergraduate Scholarship

ArtCenter College of Design

05.2022–08.2025

### ArtCenter Student Gallery

Community Change (Rebranding)

Sun & Moon (Packaging Design)

Tuan Yan Baijiu (Packaging Design)

Shea Moisture (Packaging Design)

04.2025

### Graphis New Talent Awards 2025

**Silver:** Symbiotic Sympony

**Honorable Mention:** Monterey Bay Aquarium Research Institute,

Sun & Moon, Tuan Yan Baijiu

09.2023–12.2024

### Provost's List

ArtCenter College of Design

## Experience

06.2025–10.2025

### Graphic Design Intern

Augen Jewelry Design

Pasadena, CA

As part of the graphic design team, we worked together to complete the design of the brand logo and the overall color scheme. Also designed brand posters and social media posts together.

09.2024–12.2024

### Graphic Design Intern

Gaotu Education Technology

Beijing, China

Assisted with designing seasonal and holiday promotional posters. Also contributed to the layout, typesetting, and proofing of student handbooks, including preparing files for print. Collaborated with team members on the interior and visual design of offline education centers, helping develop and refine designs for storefront displays, the reception desk, and window decoration.

07.2024–08.2024

### Graphic Design Intern (Remote)

Aolab Design Studio

Shanghai, China

Assisted in the layout and publishing of articles for their official WeChat account. And contributed to the design of a project for Cartier using Midjourney to generate presentation templates for their new season jewelry collection.

## Expertise

### Proficient in:

Illustrator, InDesign, Photoshop, Figma, After Effects, Acrobat, Blender, SolidWorks, ChatGPT, Discord, Gemini, Glyphs, KeyShot, MadMapper, TouchOSC, p5.js, Procreate, TouchDesigner, Miro, Google Slides, Outlook, Keynote, PowerPoint, Pages, Canvas, and Google Workspace.

### Familiar with:

HTML/CSS, Webflow, Unity, Premiere, Cinema 4D, Redshift, Office, Excel, and Slack.

### Skills:

Brand identity, packaging design, generative design, creative coding, motion design, book design, research, 3D modeling, presentation deck building, font design, user research, wireframing and prototyping, problem-solving, laser cutting, Kongsberg cutting, 3D printing, book binding, letterpress, photography, spray painting, sanding, and sewing.

### Languages:

Native in Mandarin and fluent in English.