

zFn:

Ze Feng
Graphic Designer

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EDUCATION

09.2022–04.2024

ArtCenter College of Design

Master of Fine Arts (MFA)
Graphic Design
Pasadena, CA

09.2018–07.2022

Xi'an Academy of Fine Art

Bachelor of Fine Arts (BFA)
Visual Communication
Xi'an, China

RECOGNITIONS

2024

ArtCenter Student Gallery

Deified: Exhibition
Poster Design

ArtCenter Scholarship

Graphic Design Department
Graduate Portfolio Review

2023

Communication Arts 2023 Typography

Communication Arts 2023 Design

Award of Excellence
Stealing Fire From the Gods
Book Design

Macao Design Award

Winner
Stealing Fire From the Gods
Exhibition Catalog

The Asia-Pacific Design

Award of Excellence
Stealing Fire From the Gods
Book Design

Voyage LA Magazine

Featured
"Inspiring Stories" Interview series

LANGUAGES

Native in Mandarin Chinese
Fluent in English

EXPERIENCE

03.2022–08.2022

Graphic Designer

Center of Innovation and Design (CID)

Hangzhou, China

Collaborated with a six-member team in assessing Chinjoo's design requirements, and analyzing the market and industry trends. We established a brand pyramid, utilized the Mutually Exclusive, Collectively Exhaustive (MECE) framework, and designed key visual components, including the logo and brand identity. I also prepared and presented a strategic design report to the client.

10.2021–01.2022

Curator Intern

Norito Shinmura Solo Exhibition Group

Xi'an, China

Led the initial planning phase for exhibitions, collaborating closely with renowned designer Norito Shinmura. Managed the process of securing necessary approvals and institutional support for exhibition activities. Actively participated in the design and implementation of interactive exhibition experiences and guided tours, and coordinated the logistics for the safe transportation of artworks.

06.2021–12.2021

Graphic Designer

Xi'an Graphic Design Association (XGDA)

Xi'an China

Directed the visual team in crafting the main visual design for the XGDA 2021 exhibition; engaging the creative process behind posters, promotion videos, invitations, and social media to enhance outreach and audience engagement.

06.2020–10.2020

Graphic Design Intern

A'you Animation Co., Ltd.

Hangzhou, China

Responsible for proofreading and editorial design for various publications, including children's cartoons. Additionally, contributed to the design of visual identification systems for three kindergartens, ensuring a consistent and appealing brand image across all materials and environments.

SKILLS

Strong working knowledge of:

Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Figma, XD, Lightroom, Keynote

Familiar with:

Processing, p5.js, Cinema 4D, Webflow, HTML/CSS, Blender, TouchDesigner

Additional:

Photography, script writing, illustration, bookbinding, studio lighting, letterpress