



(347) 603-2769
jzhengfz@gmail.com
jiayi-zheng.com

Education

Rochester Institute of Technology

Graphic Design, BFA
Rochester, NY | Expected Graduation Dec 2020
Immersion: Communication
Dean's List

Hagerstown Community College

Graphic Design Technology
Hagerstown, MD | Jun 2015–May 2017
Dean's List, Phi Theta Kappa

Project

RIT Individual Independent Study

Mobile Application Design
–Product and UX/UI focused
Rochester, NY | Jan 2020–Present
Designing a smart phone application that suggests clothing options most suitable to users based on weather.

Skills

Software

Illustrator
InDesign
Photoshop
After Effects
Adobe XD
Figma
Sketch
Principle

Interests

Illustration
Fine Art
Photography
Music

Languages

English
Mandarin

Design

UI/UX Design
Product Design
Visual Design
Graphic Design
Typography/Layout

Experience

Graphic Designer

RIT–Student Affairs Marketing and Communications
Rochester, NY | Aug 2019–Present
Design both print and digital marketing materials within RIT brand guidelines for the Division of Student Affairs, including signage, posters, templates, magazine covers, digital images, and brand implementation strategy proposals.

Graphic Designer

RIT/CAD–Marketing & Recruitment
Rochester, NY | Aug 2019–Present
Design marketing and promotional materials from initial concept sketching to the final delivery.

Graphic Designer

Reporter Magazine
Rochester, NY | May 2019–Present
Work with the art director, writers, photographers, and illustrators to design spreads for the monthly student-run magazine.

Junior Art Director Intern

TBWA\WorldHealth
Boston, MA | Jun 2019–Aug 2019
Worked closely with art directors, copywriters, and project managers in creating promotional materials. Involved in multiple projects to create icons, develop layouts, assist in brand guidelines, and come up with graphic styles.

Involvement

Graphic Designer

Thought at Work
Rochester, NY | Sept 2018–Mar 2019
Worked with a student team to create marketing materials for RIT's annual Thought at Work design conference, as well as for other related events in accordance with TAW's brand guidelines.

Participant

Design Kit: The Course for Human-Centered Design
Jan 2019–Mar 2019
Participated in the 7-week course and received certification issued by IDEO.org.