

YALING VIOLET ZHANG

Creative and skilled visual designer with a Master's degree in Visual Communication Design from Rochester Institute of Technology and professional experience at Stanford Federal Credit Union. Proficient in Adobe Creative Suite, including Illustrator, Photoshop, and InDesign, as well as Keynote, with a proven ability to create compelling presentations, email designs, website graphics, flyers, posters, etc. Skilled at managing multiple projects, collaborating with cross-functional teams, and delivering high-quality visuals aligned with brand standards in dynamic environments.

WORK EXPERIENCE

Temp Graphic Designer

Stanford Federal Credit Union | Palo Alto, CA | 08/2024 - 12/2024

- Drove Stanford Federal Credit Union product promotion during Stanford University's Fall Sports Season by delivering over 30 high-impact, visually captivating designs in just two months. Created compelling Keynote presentations, website graphics, email templates, and video content, consistently upholding brand integrity and delivering a dynamic, engaging experience that amplified the season's energy while maintaining the highest design standards.
- Strategically partnered with 6+ cross-functional teams, including marketing, retail, and relationship management, as well as key stakeholders from 5+ branch banks, to develop and execute communication strategies, translating complex ideas into clear, engaging visuals across diverse formats such as flyers, signage, and promotional materials.
- Proactively identified and implemented process improvements, optimizing the efficiency and effectiveness of internal and external communication workflows.
- Successfully managed a high volume of concurrent projects with precision, utilizing Basecamp platform for tracking and ensuring timely delivery under tight deadlines while maintaining exceptional design quality.
- Demonstrated expertise in visual storytelling and technical subjects, creating innovative and polished designs that aligned with the company's aesthetic and elevated organizational messaging.

Freelance Graphic Designer

Self-employed | Sunnyvale, CA | 02/2020-present

- Delivered approximately 10 visually striking marketing and promotional materials per month, including posters, brochures, and email templates, achieving exceptional client satisfaction across diverse industries.
- Crafted cohesive and memorable brand identities by designing logos, business cards, and custom visual assets that aligned seamlessly with client visions and goals.
- Created compelling digital and print content, including drama posters and promotional campaigns, ensuring impactful results and client engagement.
- Key Clients:
Crazy Maple Studio | Hongfengtang Art | Fulin Garment Accessories | Jintao Women's Clothing
Lone Star Wind Orchestra

Graphic Designer

RIT Global | Rochester, NY | 01/2016 - 11/2017

- Designed 100+ marketing materials, including flyers, posters, and motion graphics, to promote RIT's international education programs and encourage student participation in study abroad opportunities across 20+ countries.
- Enhanced website design and user engagement by creating visually appealing layouts and managing content updates using Illustrator, After Effects, WordPress, CSS, etc.



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LinkedIn



<https://yalingzhang.com>

SKILLS

Design Tools:

Apple Keynote, Adobe Illustrator, Photoshop, InDesign, After Effects

Web & Email Design:

WordPress, Mailchimp, HTML5

Motion Graphics & UI Knowledge:

Animation, Interface Design

EDUCATION

Master of Fine Arts

in Visual Communication Design

Rochester Institute of Technology
Rochester, NY