

YALING VIOLET ZHANG



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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

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.