

HETONG ZHANG

Graphic Designer

Hi, my name is Hetong, and I am from China. Because of my bicultural education, I often blend different cultures to express my work, and the collision of different cultures makes the design more unique. I like novelty and I can use it in my design. My designs are designed to express precisely what my clients want to convey. There are often wild ideas that pop into my head, and I think that's what makes my design different. Accuracy and efficiency are also what I strive for.

EDUCATION

- Sep. 2014-Jun. 2018 BFA, Visual Communication, SHUREN University, HangZhou, China.
- Sep. 2018-Dec. 2021 MA, Graphic Design, Academy of Art University, SF, CA.

EXPERIENCE

- Sep. 2017-Aug. 2018 HangZhou QISHAN Culture and Creativity Co. I am a graphic designer in this company. I have helped the company with some brochures, posters and some work on upgrading the company website. I have also helped companies find companies that need help with their branding.
- Nov. 2018-Feb. 2019 ZHICAOWUYUAN Group. I work as a graphic designer, and I have designed logos, wall graphics, and brochures.
- Jun. 2020-Aug. 2020 Spring Love Clothing. I worked at home in San Francisco as a graphic designer, and I designed flyers and posters, and I designed their online store.
- Jul. 2021-Aug. 2021 NetEase, Graphic Designer. I back to China, and I designed the logo for NetEase's Rosetta game. NetEase is a game Company in HangZhou, China.

CAPABILITIES

Good communication skills, extensive ability to deal with clients, and experience in completing projects independently.

SOFTWARE SKILLS

InDesign, Illustrator, Photoshop, XD, After Effects, Premiere, C4D