

# ZHE CHENG ZHU

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+1(332)867-8902  
+86(188)6169-6858

[zachzhu2005@hotmail.com](mailto:zachzhu2005@hotmail.com)

[www.linkedin.com/in/zhecheng-zhu-627ba533b](https://www.linkedin.com/in/zhecheng-zhu-627ba533b)

111 W 56thst 38C, New York, NY, 10019  
38C  
New York NY 10019  
United States

## **ZACH ZHU**

BFA Design Major at SVA | Passionate About Branding and Visual Storytelling

## **EDUCATION**

### **School of Visual Arts — Expected Graduation: 2027**

Bachelor of Fine Arts (BFA) in Design

### **Shanghai American School Puxi — Graduated: 2023**

High School Diploma

## **EXPERIENCE**

### **Chief Marketing Advisor — Kangrui Stainless Steel Products Co. Ltd.**

**06/2023 – 08/2023**

- Executed marketing strategies that increased brand awareness and sales growth.
- Conducted market research and analyzed trends to inform campaign planning.
- Collaborated with the design team to create promotional materials and campaigns.
- Managed social media accounts and digital marketing efforts.
- Presented marketing reports and insights to senior management.

### **Advertising Intern — Shanghai Media Group**

**07/2024 – 08/2024**

- Created engaging PowerPoint presentations for high-profile events, transforming complex information into clear, visually compelling content.
- Produced advertising materials that upheld brand standards while strengthening graphic design and content organization skills.
- Supported event success by delivering impactful visual assets that enhanced audience engagement.

### **Assistant Product Manager — Foxxcon Industrial Internet**

**05/2025 – 08/2025**

- Assisted in preparing reports, coordinating with teams, and managing details for product development cycles.
- Learned structured approaches to identifying challenges and implementing solutions from a management perspective.
- Gained experience working across engineering, design, and supply chain teams, emphasizing the value of effective communication.

## **SKILLS**

- **Design Software:**

Adobe Creative Suite (Photoshop, Illustrator, InDesign), Sketch, Figma

- **AI Tools:**

Proficient in AI-driven design tools (e.g., MidJourney, DALL·E, ChatGPT) for ideation, prototyping, and creative problem-solving.

- **Marketing Tools:**

Google Analytics, SEO, SEM, Social Media Platforms

- **Creative Skills:**

Graphic Design, Illustration, Branding, Typography, Presentation Design

- **Communication:**

Excellent verbal and written communication skills, fluent in English and Mandarin

- **Analytical Skills:**

Market Research, Data Analysis