



pingyuzhan98@gmail.com
laylazzhan.com
+1 571 523 8284

Graphic Designer

With a focus in brand identity, UI/UX design, and packaging design.

Education

Master of Fine Arts in Graphic Design

ArtCenter College of Design
Pasadena, California
09.2021–08.2023

Bachelor of Fine Arts in Visual Communication Design

Fuzhou University
Fuzhou, China
09.2017–07.2021

Recognition

06.2026

Red Dot Design Award Winner
FreshFold Ampoule
Sustainable Packaging Design

06.2026

Communication Arts Design Competition
Packaging Design Category

10.2023

MUSE Design Awards
Achieved 2023 Silver Certificate in packaging design category
No. 335 (packaging design)

04.2023

A Design Award
Achieved runner up status in packaging design category
No. 335 (packaging design)

04.2023

Young Ones ADC
Shortlist 2023 for packaging design
No. 335 (packaging design)

11.2022–01.2023

International Design Awards
IDA 2022, Honorable Mention
Greenpeace rebrand design

Experience

09.2025–Present

PlantsZoo Studio
Paris, France

03.2024–Present

IvyMax Company
Irvine, CA, USA

10.2023–02.2024

ProMounts Company
Torrance, CA, USA

06.2023–08.2023

Helen of Troy Company
Irvine, CA, USA
Drybar (California-based chain of salons that provides a hair styling service known as blowouts)

02.2021–05.2021

Intel FPGA China Innovation Center
Chongqing, China
FPGA (Field Programmable Gate Arrays)

Skills

Craft

Book binding, photography, digital photography editing, digital illustrations, calligraphy.

Languages

Native in Mandarin, fluent in English.

Art Director

Direct multidisciplinary design projects from concept to execution across branding, packaging, publications, and exhibitions.

Marketing Graphic Designer

Specializing in video editing, promotional posters, and product flyers. Proven ability to transform brand vision into engaging visual content that drives audience engagement.

Graphic Designer

Design high-quality visual assets, including Amazon banners and A+ content, under tight deadlines, collaborating with the marketing team to enhance engagement and market presence.

Graphic Design Intern

Worked alongside a senior designer and cross-functional teams to design and implement product showcases for **Drybar** items in Sephora retail stores across the United States and Canada. Simultaneously managed and created content for social media platforms to promote Drybar's online masterclass digital invitation in Nordstrom.

Graphic Design Intern

Implemented promotional poster and banner designs that resulted in over 100 talented candidates for employment within two months.

Strong working knowledge of:

InDesign, Illustrator, Photoshop, Lightroom, Processing, Zbrush, Acrobat, Procreate, Keynote, Webflow, XD, Audition, Sketch, Figma.

Familiar with:

KeyShot, Python, HTML, CSS.