



YUYANG "CAMILLE" ZHANG (She/Her)
Graphic Design

camillezhangdesign@gmail.com
camillezhangdesign.com

+1 (626) 379-7871
Pasadena, CA, United States

EDUCATION

09.2020–08.2024

ArtCenter College of Design, Pasadena, CA

Bachelor of Fine Arts in Graphic Design,
Graduated with Honors

09.2025–08.2027

Center of Digital Media, Vancouver, BC

Digital Media Program Partnered by UBC, BCIT, SFU, and ECU

RECOGNITION

04.2025

Graphis, New Talent

Gold: Hollyhock House (Branding)

Gold: UTZ Rebrand (Packaging)

Silver: *Instruction: How to Destroy a Book* (Publication)

Silver: Frank Lloyd Wright Rebrand (Branding)

01.2025

Communication Arts, Typography

Hollyhock House (Branding)

08.2024–12.2024

Lithographix Gallery

ArtCenter Gallery

09.2023–12.2023

Frank Lloyd Wright Rebrand (Branding)

***Some Like it Hot* (Publication)**

09.2023–12.2023

So Much and Enough (Sequential)

05.2023–08.2023

UTZ Rebrand (Packaging)

05.2022–08.2022

Sip n Mist (Branding)

Argo Rebrand (Branding)

2023–2024

ArtCenter UG Cont Scholarship

2020–2024

ArtCenter UG Scholarship

2020–2021

**ArtCenter Hub Exhibition,
Ambassador, Key Visual**

SKILLS

Languages

Native in Mandarin, Fluent in English.

Software

Illustrator, After Effects, Photoshop, InDesign, Glyphs,
TouchDesigner, Redshift, MadMapper, Octane, KeyShot,
Cinema 4D, Keynote, Figma, TouchOSC, HTML, CSS,

EXPERIENCE

10.2020–Present

Freelance Graphic Designer

Aolab Design Studio, Los Angeles, CA, United States

- Designed a visual identity system for Budweiser's new product forum.
- Crafted innovative packaging for OMO's new laundry product.
- Cooperated with two designers to build a brand system design for Tinnie Winnie's new subline – T.W.R.C.
- Developed exhibitions and Key Visuals for SPAM, Staccato, AEG and Electrolux.
- Executed the new logo for Unilever's IOT Department, Omnivore and Xinfu Hotel.
- Initiated and designed "EB39", a new cosmetic branding system for Unilever.

02.2025–04.2025

Creative Intern

Landor, Shanghai, China

- Helped the team refine and curate the Brand Design for ChaPanda, UnionPay, X-boxing, Sensodyne and Baygon. Including KV design, case-study and brand book.

10.2024–12.2024

Design Intern

Chase Design Group, Los Angeles, CA, United States

- Assisted a team of creative directors and senior designers to create packaging, UI, social media for Starbucks, P&G, Otoki, Dorot and Bonduelle.

09.2023–12.2023

Teaching Assistant

ArtCenter College of Design, Pasadena, CA, United States

- Aided professor Daniel Hoy with individual and group critiques in GPKG-202, Package Design 1: Design Principles. Helped students develop their creative concepts.

12.2022–03.2023

Graphic Designer

Coresky, San Jose, CA, United States

- Designed company's new brand identity for the first launch in Mar 2023.
- Collaborate with back-end designers for company's web page and NFT sales page.
- Worked with the in-house curator to design the blockchain exhibition and key visual.