

Jing Zhao

Senior Graphic Designer & Illustrator

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About me

I'm a graphic designer and illustrator with over a decade of experience creating visuals that resonate across products, brands, packaging, and marketing materials. Based in the DC Metro area, I've built my 13-year career on turning ideas into polished, purposeful design for both B2B and B2C audiences, from concept and illustration through production-ready files and go-to-market strategy for major retail brands.

Skills

Design Methods

Illustration
Art Direction
Typography
Concept Development
Project Management
Design Thinking
Trend Research
Market Research
Marketing Strategy
Creative Strategy
Packaging

Tools

Illustrator
Photoshop
InDesign
Figma
Acrobat
Asana
Microsoft Office

Education

JiangNan University | 2007 - 2011

Bachelor of Arts

Major: Industrial Design

Certificate | 2026

Google Digital Marketing & E-commerce

Professional Experience

Evergreen Enterprises

Senior Graphic Designer | 2017 - Present

- Creates original illustrations and virtual design artifacts for a diverse range of products, contributing to \$7 million in annual sales revenue.
- Leads product development for 400+ SKUs annually, translating trend research and marketing strategy into retail-ready designs for B2B and B2C clients.
- Drafts and presents design strategies and recommendations to senior leadership for new product innovations and go-to-market initiatives.
- Oversees production efforts and design execution across departments and international vendors, ensuring quality in final products.
- Manages creative workflow and prioritization for a design team, ensuring on-time delivery across concurrent product lines.
- Mentors junior designers and supports team skill development.
- Key liaison for Product Development and marketing teams across B2B and B2C channels.

Junior Graphic Designer | 2013 - 2017

- Created licensed and original illustrations for a wide range of products.
- Designed packaging to align with business packaging guidelines.
- Prepared production files for various product types to support vendor requirements.

Avail Vaping

Marketing Material Design | 2015 - 2018 (Freelance)

Designed marketing collateral including brochures, flyers, posters, and banners for Avail Vaping, supporting in-store and digital campaigns across 100+ retail locations nationwide.

Hearthsong

Graphic Design | 2017 - 2019 (Freelance)

Developed illustrations and packaging designs for children's toys, ensuring engaging and playful visuals that appeal to young audiences.

DingDing Map

Design Intern | 2011

Maintained and updated key website elements, including logo, typography, and layout, to ensure brand consistency and a cohesive user experience.