

Joy Zeng

Multidisciplinary Designer

joyzeng.online
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(551) 574-4181

SKILLS

Tools

Figma, Adobe Creative Suite,
Photoshop, Illustrator, Indesign,
Premiere Pro, After Effects
HTML, CSS, JavaScript, Webflow
Java, Python, C#,
Cinema 4D, Blender, Fusion360

Visual

Graphic Design
Typography
Brand Identity
Motion Design
Video Editing
Photography
Retouching

Interaction

UI Design
Wireframing
Rapid Prototyping
Design Systems
User Flows

Research

Competitive Analysis
Heuristic Evaluation
Storyboarding
User Personas
Documentation

LEADERSHIP

RIT Fabrick — Fashion Collective

Co-founder, Vice President

Fabrick Magazine

Editor-in-Chief, Creative Direction

Beyond Fashion

Graphics Production Leader, Designer

EXPERIENCE

Vignelli Center for Design Studies

Graduate Assistant | Sep 2024 - Jun 2025

- Created static and motion graphic promotional content for gallery events
- Produced photo and video coverage for monthly Design Conversations speaker series
- Served as a gallery host, coordinating visitor engagement and event logistics

Omnian Music Group

Digital Coordinator | Jul 2023 - Dec 2024

- Coordinated social media content that amassed over 5M+ views across labels Captured Tracks, Sinderlyn, and 2MR
- Designed marketing materials including release mockups, social media assets, and press images
- Curated and maintained a weekly discovery playlist highlighting emerging indie artists

Oscar de la Renta

Graphic Design and Photography Intern | May 2024 - Aug 2024

- Designed promotional materials and event graphics, including lookbooks, social media content, invitations, back-drops, and signage, to enhance brand identity and elevate event experiences.
- Conducted market research and developed visual presentations for product launches
- Assisted, retouched and edited images for marketing platforms, refining technical expertise while ensuring high-quality visuals that align with the brand's luxury standards.

New York State Pollution Prevention Institute

Community Grants Marketing Associate | Aug 2023 - May 2024

- Designed and developed an interactive impact map using GeoJSON to visualize project outcomes
- Wrote marketing content including success stories, grant features, and blog posts
- Filmed, scripted, and edited short-form promotional video content

Cornell XR Access REU

UX Researcher | Jun 2021 - Aug 2021

- Developed and tested precise object placement in mobile AR for users with upper extremity mobility restrictions
- Engaged in the full research process, including submitting research proposals, and collaborating with project managers and engineers

EDUCATION

Rochester Institute of Technology, B.F.A. in New Media Design

Minor in Advertising and Public Relations

School of Interactive Arts, Game Design and Development