Joy Zeng

joyzeng.online   hello@joyzeng.online

Experience

Museum Assistant at Vignelli Center for Design Studies
Sep 2024 — Jun 2025

- Designed graphic promotional content and shot video and photo coverage for gallery events
- Served as a gallery host and facilitated visitor engagement

Digital Coordinator at Omnian Music Group
Jul 2023 — Dec 2024

- Created social media content amassing over 6M+ views across labels Captured Tracks, Sinderlyn, and 2MR
- Designed marketing materials including release mockups and social media assets
- Curated and maintained a weekly discovery playlist highlighting emerging indie artists

Graphic Design and Photography Intern at Oscar de la Renta
May 2024 — Aug 2024

- Created promotional materials, event graphics, lookbooks, social media content, invitations, back-drops, and signage
- Conducted market research and developed visual presentations for product launches
- Assisted, retouched and edited images for marketing platforms

Graphic Designer at New York State Pollution Prevention Institute
Aug 2023 — May 2024

- Created conference pamphlets, infographics, project books, and various motion graphics
- Developed and implemented an interactive project impact map using GeoJSON and live data
- Filmed, scripted, and edited promotional video content
- Wrote marketing content including community grants success stories, grant features, and blog posts

UX Researcher at Cornell XR Access REU
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, submitted research proposals, and collaborated with project managers and engineers

Education

Rochester Institute of Technology
B.F.A. New Media Design
Minor in Advertising and Public Relations

School of Interactive Arts
Game Design and Development

Skills

Tools

Adobe Creative Suite, Figma, Webflow, HTML, CSS, JavaScript, Java, Python, C# Cinema 4D, Blender, Fusion360

Visual

Graphic Design, Typography, Brand Identity, Motion Design, 3D Modeling, Video Editing, Photography, Retouching

Interaction

UI Design, Wireframing, Rapid Prototyping, Design Systems, User Flows, Competitive Analysis, Heuristics Evaluation, Copywriting, User Personas, Documentation

Leadership

RIT Fabrick: Fashion Collective

Co-founder, VP	2021 — 2022
Marketing Director	2022 — 2023
Events Coordinator	2023 — 2025

Fabrick Magazine

Creative Director	2023
Editor-in-Chief	2024

Beyond Fashion Show

Motion Leader	2023
Designer	2022 — 2023