Joy Zeng

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Visual Experience Designer

Ampers&nd Interactive
Dec 2024 — Jun 2025

- Collaborate and communicate with designers and engineers to develop an immersive game experience played by 700+ users.
- Lead design of motion graphics, visual identity, user orientation, physical environment design, and marketing material.

Co-founder, Media Director

Fabrick: Fashion Collective
Sep 2021 — Jun 2025

- Facilitate weekly meetings to plan events, manage outreach initiatives, organize photo shoots, and oversee fundraising efforts.
- Lead multidisciplinary creative team to revamp organization's social media visual identity, and content engagement strategy.

Digital Coordinator

Omnian Music Group (Captured Tracks, Sinderlyn, 2MR)
Jul 2023 — Nov 2024

- Create video content amassing over 6M+ views driving several artist song and album streams over 300%
- Curate and maintain weekly label discovery playlist highlighting emerging indie artists

Graphic Design and Photography Intern

Oscar de la Renta
May 2024 — Aug 2024

- Produce assets including marketing emails, event graphics, invitations, backdrops, signage, and retouched images.
- Conduct market research and develop visual presentation decks for product launches.

Graphic Designer

New York State Pollution Prevention Institute
Aug 2023 — May 2024

- Produce conference pamphlets, infographics, project books, event video documentation, and motion graphics.
- Develop and implement a live data interactive impact map

Education

Rochester Institute of Technology

BFA in New Media Design
Minor in Advertising and Public Relations

School of Interactive Arts

Game Design and Development

Skills

Tools

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

Visual

Graphic Design, Illustration, Color, Layout, Grid, Typography, Branding, Motion Design, Video Editing, Web Design, Digital Ad Design, Retouching

Interaction

User Interface Design, User Experience, Wireframing, Rapid Prototyping, Design Systems, User Flows, Competitive Analysis, User Personas, Documentation

Leadership

Fabrick Magazine

Creative Director	2023
Editor-in-Chief	2024

Beyond Fashion Show

Motion Leader	2023
Production Designer	2022 — 2023