Joy Zeng

joyzeng.online hello@joyzeng.online

Experience

Digital Designer

TESO Group
Feb 2026 — Present

- Lead entire design process for the company's new website, from research and wireframing to high-fidelity UI, interactive prototyping, animation, and responsive web/mobile design.
- Work closely with developers providing developer handoff material, design specifications and implementation reviews.
- Own website QA, usability testing, accessibility reviews, and iterative improvements following launch.
- Contribute to brand strategy and company rebranding initiatives through market research and visual identity development.

Freelance Designer

Select Clients: The Strong Museum of Play, EKUA, thestation.fm, Black Speculation, Mayumi Market, Beyond Fashion, etc.
Mar 2025 — Present

- Develop brand identities and interactive digital experiences for artists, cultural organizations, and music platforms.
- Create print and digital marketing assets, motion graphics and animated visuals for live performances and fashion shows.
- Collaborate with designers and engineers to create an interactive game experience played by 700+ users.

Digital Coordinator

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

- Develop and create social media video content amassing 6M+ views driving select artist album streams over 300%.
- Curate weekly discovery playlist highlighting emerging artists
- Design assets supporting artist releases and campaigns.

Graphic Design and Photography Intern

Oscar de la Renta
May 2024 — Aug 2024

- Produce digital and print media including marketing emails, mock-ups, research decks, invitations, backdrops, and signage.
- Conduct market research for collection product launches.
- Retouch and edit images for campaigns and marketing platforms.

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 (Illustrator, InDesign, Photoshop, Premiere Pro, After Effects, XD), Figma, Webflow, Rive, Cavalry, Cinema 4D, Blender, AutoCAD
HTML, CSS, JavaScript, Java, Python, C#

Visual

Graphic Design, Illustration, Composition, Color, Layout, Grid, Typography, Print, Branding, Motion Design, Video Editing, Web Design, Retouching, Photography

Interaction

User Interface (UI) Design, User Experience (UX) Research, Wireframing, Rapid Prototyping, Mockups, Design Systems, User Flows, Competitive Analysis, User Personas, Documentation, Browser and Device Testing, Design QA

Leadership

Fabrick Magazine

Creative Director 2023
Editor-in-Chief 2024

Beyond Fashion Show

Motion Leader 2023
Production Designer 2022 — 2023