

Wenxin Zhang

Career Objective: Graphic Designer

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Personal Statement

Career Background: Graduated with a Master's in Design (Distinction) from the University of Leeds after a Bachelor's in Visual Communication at Jiangnan University. Experienced as a brand graphic designer in world e-commerce and an art editor for English publications, with an international design perspective, market insight, and adaptability.

Continuous Learning: Fast and self-directed learner with strong problem-solving logic. Continuously tracking design trends while enhancing expertise, proficient in Figma, Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, and XD.

Personal Qualities: Communicative, resilient, results-driven, and eager to grow through new challenges.

Work Experience

2024.10–2025.7

Shenzhen Shaoyin Technology Co., Ltd.

Graphic Designer

- Work Responsibilities

- Responsible for visual design of SHOKZ headphone brand in major promotional and sports events in Europe.
- Produced visual assets for brand promotion and offline events.
- Designed creatives for daily social media campaigns.
- Developed designs for hearing product line in retail stores and trade exhibitions.

- Promotional Campaign for Key Shopping Events (2025 Shokz Summer Prime Day): Served as the EMEA Visual Lead, developing multi-directional design solutions aligned with the campaign theme, brand identity, and Amazon's promotional atmosphere. Delivered the complete visual guidelines and official website pages. Achieved 967% YOY growth on the brand website, 247.44% sales target completion, and 99.33% sales target completion on Amazon, while setting record-high brand awareness on both Amazon and Google platforms.

- Event Marketing (2025 Shokz London Marathon): Served as the Lead Designer, delivering the full visual system in line with the SHOKZ marathon theme. Oversaw end-to-end design across online and offline assets, including race course designs (banners, columns, feather flags, etc.), exhibition designs (backdrops, roll-ups, etc.), official website, online brand communication design (social media posts, EDMs, etc.). Achieved 4.94M brand exposures (123% of target), 109% YOY growth in brand awareness, and set a record high in non-promotional brand visibility, with sustained uplift in daily brand presence after the event.

- Brand Visual Identity Iteration: Acted as the liaison for brand identity updates, drafting bilingual (Chinese & English) design briefs and coordinating with leading global studios—including Pentagram, Collins, and Saffron—through online meetings.

- Social Media Campaigns: Led promotional campaigns for Shokz OpenRun Pro 2 (Trust Badge), Awareness Mode, and the Silver Mini edition, with post reach and engagement significantly outperforming daily benchmarks. Delivered the Easter campaign in Germany, achieving annual regional targets for follower growth, reach, and engagement, generating 5K+ impressions and nearly 1K likes.

- Brand Promotion: Led and successfully delivered the visual design for the SHOKZ x Canyon offline influencer event in Shanghai, effectively boosting brand awareness.

- **Process Standardization:** Led the development of the Visual Execution Guidelines for Major Promotional Campaigns and Event Execution Guidelines, unifying design language and improving management and execution efficiency.

2023.10-2024.07	Royal Collins Publishing Company	Art Editor, Graphic Designer
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Responsibilities

- 1. Independently completed full design for 7 books and layout design for 21 titles for U.S. Market Market. All projects published on the Amazon global platform.
- 2. Designed catalogues, posters, and backdrops for key events such as the Beijing International Book Fair and the Frankfurt Book Fair, aligning with corporate brand identity and ensuring successful implementation.

Achievement: Designed books that have been collected by over 20 core academic libraries.

- 1. Harvard University Library – 5 titles: *Chilies and Chances: Lao Gan Ma and Her Spicy Empire*, *Red Ink: A History of Printing and Politics in China*, *On exchanges and mutual learning among civilizations*, *Early China, Understanding the Communist Party of China*
- 2. Yale University Library – 5 titles: *Early China*, *The future of 4D printing: innovations and applications*, *Understanding the Communist Party of China*, *The essentials of Chinese Buddhist philosophy*, *Wearable technology: from basics to advanced applications*
- 3. Stanford University Library – 3 titles: *Early China*, *Understanding the Communist Party of China*, *On Exchanges and Mutural Leaning Among Civilizations*
- 4. Other Collections: New York University Library, Johns Hopkins University Library, Dartmouth College Library, Brown University Library, University of Pennsylvania Library, Princeton University Library, University of British Columbia Library, Indiana University Library, Duke University Library, etc.

Education

Leeds University UK, Leeds	Master with Distinction, Design	2022.09—2023.09
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Honors: First-class degree in professional results.

Awards: Winner of the Excellence Award at the 2024 KTK Design Award – Global Chinese Design Competition

Jiangnan University China, Wuxi	Bachelor, Visual Communication design	2018.09-2022.06
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Honors and Awards: GPA: 3.31/4.0;

Awarded the First-Class Academic Scholarship at the School Level three times;

Awarded the Third-Class Scholarship for the 2020-2021 academic year.

Skills & Qualifications

English Proficiency: IELTS score of 7, CET-6, fluent in listening, speaking, reading, and writing, able to use English as a working language.

Certifications: Certified as an Intermediate E-commerce UI Designer by the China Electronics Society.

Technical Skills: Proficient in graphic design and layout software (Figma, Photoshop, Illustrator, InDesign); skilled in digital media software (After Effects, Premiere Pro, XD); proficient in office software (Excel, Word, PowerPoint).