

WENXIN ZHANG

Graphic Designer

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Self-Evaluation

Career Background: Bachelor degree in Visual Communication Design from Jiangnan University and a Master degree in Design from the University of Leeds. Possess design experience in publishing industry and overseas brands. Experienced in building brand visual guidelines, cross-cultural communication, and design for international markets.

Continuous Learning: Integrate AI capabilities into research analysis, creative exploration, design execution, and delivery workflows. Continuously follow trends in the design industry and proficiently use various tools for visual exploration and content generation.

Personal Qualities: Strong communication and coordination skills, a strong willingness for self-improvement, focus on efficient results delivery, and willingness to take on challenges.

Professional Skills

AI Applications

1. Built an automated reference-image collection and classification system using GitHub Actions, Playwright, n8n, and Supabase.
2. Used Codex and WordPress to implement front-end page design for websites.
3. Proficient in AI image-generation tools including Lovart, ChatGPT, Dreamina, and Figma AI.

Design Applications

1. Proficient in graphic design software including Figma, Photoshop, Illustrator, InDesign, and FontLab.
2. Proficient in digital media software including After Effects and Premiere Pro.
3. Proficient in office software including Excel, Word, and PowerPoint, and familiar with Markdown principles.

English Proficiency:

IELTS score of 7.5. Proficient in listening, speaking, reading, and writing, with English usable as a working language.

Work Experience

10/2025 – 8/2026	Belkin Trading (Shanghai) Co., Ltd.,	Creative and Execution Designer
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Work Overview: Served as the visual project lead for Belkin’s charger and mobile phone screen-protection product lines. Coordinated the planning, design, and delivery of the visual system for new product launches on Amazon, covering main images, detail pages, A+ pages, and marketing materials. During the role, was responsible for more than 15 new product launch projects.

Project Management: Collaborated in English with the marketing department and external agencies. Coordinated requirement clarification, proposal review, feedback integration, and delivery quality control, driving cross-team projects to be completed according to plan.

Visual System Development: Systematically organized existing brand visual assets. Reconstructed marketing visual standards including visual elements, colors, typography, photography style, and brand language tone. Led

the creation of the “Brand Visual Guidelines for Large-Scale Promotional Campaigns,” enabling modular reuse of existing brand assets and improving cross-channel visual consistency and team design efficiency.

Intelligent System Development: Used GitHub Actions, Playwright, n8n, and Supabase to enable automatic monitoring, collection, downloading, and classification of images from competitor brand websites and design studio websites, without requiring a local computer to remain online. Promoted the automated upgrade of the company’s visual resource library, enabled more scientific observation of industry trends, and greatly improved work efficiency.

New Product Launches: Served as the visual lead for key Belkin 2026 new product projects, including the Apple Neo colorful charging series. Effectively integrated client brand value with the company’s product tone through creative proposals. Reviewed and guided the visual output of the 3D rendering team and external agencies, completing the delivery of the full set of Amazon assets.

10/2024 – 07/2025

Shenzhen Shokz Co., Ltd.

Graphic Designer

Work Overview: Responsible for the visual design of major promotional campaigns and sporting events for the SHOKZ headphone brand in Europe, as well as daily social media promotions, offline brand events, and the design of materials for retail stores and trade shows.

Key Promotional Campaign (Amazon Summer Promotion), 2025 Shokz Summer Prime Day: Served as the lead visual designer for international markets and developed multiple visual concepts based on the campaign theme, ensuring that the designs aligned with both the brand identity and Amazon’s promotional atmosphere. Completed the campaign’s visual guidelines and official brand website pages. The campaign’s official website achieved 967% year-over-year growth, while the sales target attainment rate reached 247.44%. Achieved 99.33% of the Amazon sales target, while brand visibility on Amazon and Google reached a record high for the campaign period.

Event Marketing (London Marathon Campaign), 2025 Shokz London Marathon: Served as the lead designer and developed a complete visual solution based on the event and campaign themes. Responsible for the full range of online and offline materials, including racecourse materials such as banners, columns and flags; exhibition materials such as backdrops and roll-up banners; official website design; and online promotional materials such as social media content and EDM campaigns. The campaign ultimately generated 4.94 million brand impressions, achieving 123% of the target. Brand buzz reached 109% year over year, setting a new record for a non-promotional period in the brand’s history. Following the event, the brand’s daily visibility also experienced a significant step-change increase.

Brand Visual Identity Development: Served as the liaison for the brand’s visual identity refresh, prepared the design brief, established contact with leading international studios including Pentagram, Collins and Saffron, and organized online consultation meetings.

Social Media Promotion: Produced promotional content highlighting its audio modes, the silver Mini model, and the product credentials of the Shokz OpenRun Pro 2. These posts significantly outperformed regular posts in both impressions and likes. The German Easter campaign post met the region’s annual social media targets for follower growth, impressions and engagement, generating more than 5,000 impressions and nearly 1,000 likes.

Brand Promotion: Led and successfully completed the visual design for the SHOKZ × Canyon offline influencer event in Shanghai, effectively increasing brand visibility.

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

Responsibilities:

1. Independently completed the full design of seven books and the interior typesetting of 21 books across various categories, including historical art books, general publications, academic publications, children's novels and publications on revolutionary themes.
2. Communicated with printing companies and paper suppliers throughout the production process to ensure the successful delivery of each project.
3. In accordance with the company's brand identity, designed book catalogs, posters and backdrops for events including the Beijing International Book Fair and the Frankfurt Book Fair. All designs were successfully produced and implemented.

Achievements: Books under my responsibility were added to the collections of more than 20 leading academic libraries overseas.

Education

2022.09–2023.09

September 2022–September 2023 | University of Leeds | Design | Master's Degree with Distinction

2018.09-2022.06

September 2018–June 2022 | Jiangnan University | Visual Communication Design | Bachelor's Degree