

Yuqian Zhang

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PROFILE

I'm an outgoing and curious individual who enjoys drawing inspiration from life. I'm passionate about sustainability and exploring different cultures.

I effectively communicate my thoughts through rich visual elements, resonating deeply with my audience. I'm eager to explore creative avenues and continue evolving on my journey of creation.

EDUCATION

London College of Communication, UAL, United Kingdom **09/2021 - 06/2024**

BA (Hons) Graphic Branding and Identity

- Major Coursework: Branding and Design Principle, Brand Narratives, Brand Packaging, Brand Expression, Brand Futures, Industry Practice, Professional Practices, Contextual and Theoretical Studies

EXPERIENCES

LCC Graduation Exhibition Course (GBI) Visuals, United Kingdom **03/2024 - 05/2024**

Graphic Designer

- Participated in the main visual concept.
- Designed and produced related merchandise.

UAL x Frog Industry Project, United Kingdom

09/2023 - 12/2023

Brand Designer

- Industry project with Frog to create a new campaign for Spotify.

Henan Chaya Mountain Tourism Industry Development, China

03/2023 - 06/2023

The company mainly operates Chaya scenic area and ancillary services such as hotels in tourist areas.

Brand Designer

- Participated in the design of creative product "Chaya" which debuted at the 19th China (Shenzhen) International Cultural Industry Fair in June.
- Helped with the visual design of new hotel in the scenic spot.
- Participated in the design and production of Chaya Cultural Festival materials and publicity.

UAL x Belvoir Farm Collaboration Project, United Kingdom

09/2022 - 12/2022

Graphic Designer

- Collaboration project with Belvoir Farm on their new packaging label design with Woodland Trust.
- Participated as the main designer in the team.

SKILLS

- Technique skills: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe XD, Adobe After Effect, Adobe Premiere Pro, Procreate, Microsoft Office Suite (Word, Excel, and PowerPoint)
- Other skills: Etching, Monoprint, Screen-print, Laser Cutting, Binding, Embossing