



GINGER
XINYI ZHANG

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Summary

With strong foundation in both professional and personal creations, my expertise encompasses typography, editorial design, printing, branding theory. Skilled in collaborating with Adobe suits, I merge aesthetic appeal with functionality, delivering designs that stand out both digitally and in print.

Skills

- Adobe PS, AI, Indesign
- PR & Video Editing
- AE
- Figma
- Photography
- Print and Editral

Practices

Graphics & Brand Identity

Systematic Brand Design, Expertise in creating cohesive brand identities from MI to VI, tailored for music festivals, fashion and cultural public spaces.

Brand Event Design, enhancing Veuve Clicquot brand culture in the 2024 Paris Olympics.

Logo Renewal, redesigned SAISUN's logo, modernizing the brand appeal.

Independent Editing & Printing

Editorial Leadership, Served as Editor and Director for FLU Design Magazine, an official design college publication showcasing design events, artist interviews, and workshop lectures annually (2022-2023).

Self-Publishing, Authored and designed Psychoanalysis of Fire, a self-published book.

Multi-disciplinary teamwork

Ceramic Culture Innovation, spearheaded field research and product design for "stonecho" brand based on China's ceramic culture in Jingdezhen, developing a complete visual system and product line.

Information Design, Led a team in the National Information Design Competition to launch an information graphic visualization website.

Graphic narrative design, as a Graphic Designer to the D&AD New Blood Award project focused on the fossil fuel crisis and climate warming in 2024.

Education

Ecole Intuit.lab, Paris, France

Master of design, visual communication design
2023-curent

Jiangnan University, Jiangsu, China

Bachelor of Art, visual communication and information design
2019-2023 Grade: 87%

Award

Excellent Bachelor's Degree Design
<Dialogue between objects>, integrated design, AR
Jul, 2023

National Digital Design Competition, Second Price
<The historiography of modern design in Bauhaus chairs>
information and teractive design, Figma
Aug, 2021

International Paper Pattern Design Competition, Finalist
Print and craft
Jul, 2020

Language

English: Fluent (C1)

Chinese: native