

Zitang Lin

Branding/Art direction/Illustration/typography

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WORK EXPERIENCE

Artron Art Group

10.2022-01.2023-Graphic designer

Designed all visual content for corporate social media accounts (WeChat, Weibo,), increased 30% interaction rate
Planned and executed the 2023 Chinese New Year Hongbao (Red Envelop) graphic design competition, including strategic planning, copywriting, and graphic designing
Photographed art gallery exhibits and art books for online & offline communication channels

China Resources Land Limited

06.2022-09.2022-Graphic designer

- Designed graphic visual content for all corporate matters such as social media accounts, event posters, etc.
- Responsible for the graphic design of Dafen Oil Painting Village renovation project. Communicated and assisted internal project team, managed external designers and reviewed design material.

PROJECT EXPERIENCE(PARIS)

Civic city-2024

<Laboratoire d'urbanisme transitoire>

The theme "La Maison Coloree" was carried out at the Terrasse du monde in Sarcelles

Hello!

I'm a 24-year-old Master's student in Graphic Design&Art Direction based in Paris, currently available for an 1-year apprenticeship starting from September

I hope that my work can contribute to the society or the market, after the baptism of time, still sincere and moving :)

EDUCATION

2023 - 2025
Ecole Intuit lab, Paris
Master of and Visual Communication Design

2021 - 2023
Guangdong Baiyun University, Guangzhou
Bachelor of Visual Communication Design

2018 - 2021
Shenzhen Polytechnic University, Shenzhen
Bachelor of Animation design

Creative Skills

Adobe Suite
(PS*AI*PR*AE*ID*LR)
Cinema 4D
TVPaint
Procreate

Language

English(bilingual)
Chinese(native)
Cantonese(native)
French(A2)

Simple graphics
infinite meanings