Ziyang Chen

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(client work password on request)

SUMMARY

Visual and interaction designer with professional experience in bilingual layouts and working digital prototypes.

- Delivered client work for Dior, CBMM and CellCarta within established brand systems.
- Developed typographic layouts for print and screen, with motion graphics studies in After Effects.
- Built and deployed a transit prototype through AI-assisted coding, defining its interaction logic and interface states.

EDUCATION

Rochester Institute of Technology — Rochester, NY
College of Art and Design
Master of Fine Arts, Visual Communication Design — Expected May 2027
GPA: 3.90

Xiamen University Tan Kah Kee College — Xiamen, China
School of Design & Innovation
Bachelor of Fine Arts, Visual Communication Design — June 2023

EXPERIENCE

Valtech — Shanghai, China · Remote
Visual Design Intern — Nov 2024 to Aug 2025 · Apr 2026 to Sep 2026

- Adapted client-supplied Dior KVs into multi-ratio digital banners and EN/SC/no-text variants following official cropping guides; addressed uncovered wide formats by maintaining product scale and extending backgrounds, and confirmed STZhongsong with the client after character-form comparison.
- Designed the KV for the 2025 CITIC Metal and CBMM R&D Project Conference in Beijing and extended it within CBMM's established brand system into 10+ onsite materials in five weeks, including LED backdrops, roll-up banners, badges, and a bilingual conference guide.
- Produced Chinese editions of CBMM technical materials, including a 32-page product handbook, a 44-page technical deck, and an 8-page white paper, and standardized a 58-page budget deck from 27 fonts to 2 and 94 colors to 8.
- Designed registration pages, WeChat articles, email versions and covers for three CellCarta Connect Challenge editions in Shanghai and Beijing, plus a reusable article template that the account continues to use.
- Designed shared layouts for Valtech's three-part WeChat editorial series using content supplied by the marketing team; unified materials with brand colors and prepared long-form graphics and image slices for publication.

Rochester Institute of Technology, Graduate School Office — Rochester, NY
Design Assistant — Aug 2026 to Present

- Support campus design and communications across visual design, digital/web content, social media, presentations, and marketing materials.

Rochester Institute of Technology — Rochester, NY
Graduate Assistant, Visual Communication Design — Sep 2025 to Present

- Support the Vignelli Center for Design Studies with website content and digital asset updates; previously provided studio support and produced social media content for department events.

SELECTED PROJECTS

Rochester Jazz Festival, Poster and Program: RIT course project. Developed a single-sheet poster and folded program in Didot and Myriad across 15 drafts. Redrew a GPT-4o starting image as geometric JAZZ vectors in Illustrator, changed the colors and replaced the wavy Z with straight blocks.

ON TRACK, Transit Verification Prototype: RIT course project, Spring 2026. Reframed navigation as journey verification through desk research and a persona-based cognitive walkthrough; defined interface states and failure paths, then built and deployed a React and TypeScript prototype through AI-assisted coding.

Digital Design in Motion: RIT course projects in motion graphics, kinetic typography and title design. Created a 25-second After Effects study shifting from Cormorant Garamond to Futura to express adaptation.

SKILLS

Visual Design: Typography, editorial layout, bilingual CN/EN typesetting, brand adaptation, motion graphics
Interaction: UI/UX, wireframing, prototyping, interface states, responsive design, design systems
Tools: Figma, Framer, Illustrator, InDesign, Photoshop, After Effects, Acrobat, Cinema 4D, Blender
Prototyping & Front-end: React, TypeScript, HTML/CSS (AI-assisted coding workflow)
Languages: Mandarin Chinese (native), English (professional working proficiency)