

Hannan Zhang

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EDUCATION

ArtCenter College of Design

Master's, Media Design Practices

Sep 2024 - Jun 2027

GPA 3.9/4.0 | Focus on Experience Design, UI/UX, Physical Computing, Vibe Coding, Generative AI

Jimei University

Bachelor's, Visual Communication Design

Sep 2018 - Jun 2022

GPA 4.1/5.0 (Ranking: 1/32) | Focus on Graphic & Motion, Design Systems, Packaging Design, UI/UX, 3D Modeling

EXPERIENCE

Creative Design Intern

TikTok, Los Angeles (Full time)

May 2026 - Aug 2026

- Delivered **10+ TikTok LIVE campaign** design projects, covering key visuals, H5 page UI, and swag design.
- Built educational campaign templates for new TikTok LIVE features and creator growth programs, creating scalable design systems to support recurring campaign needs.
- Tested the internal **node-based AIGC platform** to explore emerging model capabilities, evaluate new workflows, and build AI-assisted design pipelines to improve design efficiency.

Visual Designer

Yiban Campus Media Team, Jimei University (Part time)

Aug 2019 - Apr 2021

- Provided design support for campus events, including exhibition boards, posters, tickets, program booklets, and new student handbooks.
- Designed digital promotional materials for daily operations, including banners and social media visuals.
- Illustrated Yiban IP characters for different departments, strengthening brand identity and visual consistency.

PROJECT

Cedars-Sinai Support Packet Design

ArtCenter College of Design

Jan 2025 - Apr 2025

- Goal:** Collaborated with Cedars-Sinai to address cancer screening disparities in LA Koreatown.
- Qualitative Research:** Interviewed community stakeholders, analyzed memoirs from victims of healthcare inequality, and reviewed screening data and public health reports to understand barriers faced by Latino and Korean residents.
- Insight:** Identified cultural mistrust, language barriers, and lack of accessible information as root causes of low screening rates.
- End-to-End Design:** Designed a multilingual healthcare support packet including an illustrated map, simplified screening leaflets, and incentive coupons to encourage participation in screening programs.

Comemory — AI-Powered Memory Collage Tool

ArtCenter College of Design

Jan 2025 - Apr 2025

- Goal:** Improve the way people organize and revisit fragmented memories across different apps by designing a more expressive and flexible experience.
- User Research:** Interviewed target users aged 20–30 who actively record their daily lives, and created a persona based on the research.
- Feature Definition:** Defined core features including Create Memory Collage, Store & Organize Memory, and Share & Collaborate, then designed user flows for the end-to-end experience.
- Visual Design:** Designed the logo based on the letter C, a rewind arrow, and a clock, then developed the visual system and created high-fidelity UI prototypes.

SKILL

Technical: Figma, Illustrator, After Effects, Photoshop, InDesign, Premiere, Canva, TouchDesigner, Blender, Unity, Cinema 4D, ComfyUI, HTML/CSS, p5.js, Three.js, Arduino

Languages: Mandarin (Native), English (Fluent)

Awards: National Scholarship, Jimei University (2021); Outstanding Graduate, Jimei University (2022)