

## CLAIRE ZHANG

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## EXPERIENCE

### The Jewish Museum

*Junior Graphic Designer / September 2022–Present*

Working within all areas of print and digital design in a small team of 3. Supporting the Museum's visual identity through exhibition graphics, programs, invitations, onsite signage, and multi-channel advertising. Notably, led the rebrand of the New York Jewish Film Festival and advertising for Mood of the Moment: Gaby Aghion and the house of Chloé and Overflow Afterglow: New Work in Chromatic Figuration.

### Freelance Graphic Designer

*2020–Present*

Select clients include: Graywolf Press, Nightboat Books, and Wendy's Subway. Main areas of freelance include branding, social, and book design for independent publishers, as well as film production and set graphics.

### 18 Million Rising

*Graphic Design Intern, April 2021–Sept 2021*

Social media and digital design for grassroots activism. Led the rebranding of the Did You Eat Newsletter. Culminated in a workshop where I walked the team and members of 18MR through a case study of a digital postcard I designed in support of the Vision Act.

### Synoptic Office

*Research Assistant / August 2019–May 2021*

Exhibition design and graphics for the 2021 Venice Biennale and the Hong Kong Museum of Art. Motion design and graphics. Research for web projects including the Chinese Type Archive. Published interviews with visiting designers in 1, 10, 100 Years: Form, Typography, and Interaction.

### Brooklyn Rail

*Social Media Intern / March 2020–Oct 2020*

Worked with editorial team to produce assets for social media, including motion graphics, video editing, and caption writing for artist studio visits and lectures both for Instagram and Youtube. Assisted in organizing initiatives and programs such as The New Social Environment.

## EDUCATION

Parsons School of Design

*BFA, Honors, Communication Design, 2017–2021*

Eugene Lang College of Liberal Arts

*BA, Honors, Literary Studies – Writing, 2017–2021*

## SKILLS

Proficient in *Adobe Creative Suite*, emphasis on Indesign, Illustrator, Photoshop, and After Effects.

Confidence in both *print* and *digital* creation.

Specialized in *Motion Graphics*, currently learning C4D.

*HTML, CSS, Javascript*, as well as *Figma* and *Github*.

Writing, *analytical* and *creative*.

## INVOLVEMENT

Winner of Point of You Contest with i-D and Vice.

Co-organizer of Hyperlink Press's Emergence Zine Fair, 2022.

Performed debut writing piece, Solstice, 2022, at the New World Symphony in the Frank Gehry center.