

## 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 overall visual identity through exhibition graphics, programs, invitations for programs, onsite signage and multi-channel advertising. Notably, led the rebrand of the New York Jewish Film Festival, as well as the advertising for Mood of the Moment: Gaby Aghion and the house of Chloé.

### Freelance Graphic Designer

*2020–Present*

Select clients include: Greywolf Press, Nightboat Books, and Wendy's Subway. Main areas of freelance include book design for small publishing, as well as film production work in the feature film industry.

### Synoptic Office

*Research Assistant / August 2019–May 2021*

Created assets for exhibitions, including the 2021 Venice Biennale and the Hong Kong Museum of Art. Motion design and graphics. Research for web projects including the Chinese Type Archive. Interviewed visiting designers for Parsons Lecture Series on the intersection of culture and design, published in 1, 10, 100 Years: Form, Typography, and Interaction at Parsons.

### Brooklyn Rail

*Social Media Intern / March 2020–Oct 2020*

Worked with entire editorial team to produce assets for social media, including captions and graphic content, like GIFS and event posters. Edited video content for artist studio visits and lectures both for Instagram and Youtube, creating captioning and concise videos. Helped organize initiatives and programs such as The New Social Environment.

## EDUCATION

Parsons School of Design

*BFA, Communication Design, 2017–2021*

Eugene Lang College of Liberal Arts

*BA, Literary Studies, Concentration in Writing, 2017–2021*

## SKILLS

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

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

Extensive knowledge of *Typography*, *Illustration*, and *Graphic Imagery*, 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, Tabled published zine at Printed Matter Book Fair, 2022–2023.

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