

CLAIRE ZHANG

clairebeinizhang@gmail.com

858 863 3314

clairezhang.net

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.