

Meredith Zeng

📍 Seattle, WA

✉ zengmeredith4@gmail.com

📞 (253) 298-6178

📁 [Portfolio](#)

SUMMARY

Multimedia and brand designer with 9 years of experience producing digital creative for global brands including Apple, Dior, and Givenchy. Experienced across social media content, video production, competitive research, and O2O customer engagement, with a proven ability to execute within established brand guidelines and adapt visuals across diverse digital formats. Currently pursuing a Master's in Digital Media Communication at the University of Washington.

EDUCATION

University of Washington | Master of Communication in Digital Media

Exp. Mar 2027

Sichuan University of Science & Engineering | Bachelor of Fine Art

Sep 2011 - Jun 2015

WORK EXPERIENCE

Freelance Brand & Digital Designer

Apr 2021 - Sep 2025

- **Apple (Production Artist, iOS 16 Localization):** Executed UI localization of iOS 16 marketing assets for the China market, delivering pixel-perfect visuals for omnichannel campaigns across retail stores and the official website.
- **Dior & Givenchy (Interactive Campaign Design):** Designed WeChat Mini Program experiences supporting high-profile offline brand activations, contributing to the O2O customer journey during physical events.
- **Competitive Intelligence (Dior):** Delivered monthly competitive research reports tracking rival luxury brands' offline event strategies, celebrity and influencer partnerships, and experiential details to benchmark market positioning.

GAB CHINA | Marketing Designer

Shanghai | China May 2023 - Jun 2024

- **B2B Digital Marketing Assets:** Designed landing pages and B2B social media content, aligning visual execution with client lead-generation goals and brand consistency.
- **Multimedia Content Creation:** Produced and edited video content with simple motion graphics for digital campaigns, supporting brand storytelling across digital channels.
- **Data Visualization & Reporting:** Collaborated with account teams to visualize monthly campaign performance data, turning analytics into clear, client-ready presentations to support strategic discussions.

MK ILLUMINATION | Head of Design

Shanghai | China Sep 2019 - Mar 2021

- **Strategic Sales Enablement:** Partnered with the Sales Director on visual strategies for client pitches, contributing to \$850K revenue growth in Year 1 and \$1.1M in Year 2.
- **Cross-Functional Leadership:** Led a creative team of four, collaborating with Marketing and Sales departments to ensure project deliverables aligned with client goals and business targets.
- **Content Strategy & Multimedia Production:** Served as Executive Producer for annual brand videos and managed social media localization, adapting global assets to ensure cultural resonance and brand consistency across digital channels.
- **Global Brand Management:** Drove brand consistency initiatives between the Shanghai office and Austrian headquarters, building a centralized global resource library that streamlined cross-market workflows.

MK ILLUMINATION | Senior Graphic Designer

Shanghai | China Mar 2018 - Sep 2019

- **Visual Strategy & Localization:** Directed visual direction for major commercial projects, harmonizing international brand guidelines with local aesthetic trends to maximize market appeal.
- **Digital Brand Expansion:** Led creative development of digital touchpoints including WeChat campaigns and corporate promotional videos, supporting the company's digital presence across social platforms.
- **Vendor & Resource Management:** Managed a network of external designers and production partners, implementing quality standards that supported consistent brand execution across multiple campaigns.

Meredith Zeng

📍 Seattle, WA

✉ zengmeredith4@gmail.com

☎ (253) 298-6178

■ [Portfolio](#)

MK ILLUMINATION | Project Manager

Shanghai | China Oct 2016 – Mar 2018

- **End-to-End Project Execution:** Managed full project lifecycle for seasonal art installations and brand activations at shopping malls and commercial venues, from concept scheduling to final delivery, ensuring on-time execution under tight retail deadlines.
- **Retail & Commercial Partnerships:** Served as primary liaison with shopping mall operators, property management teams, and retail clients, facilitating transparent communication and swift issue resolution throughout installation timelines.
- **Cross-Functional Coordination:** Partnered with creative, production, and retail marketing teams to align in-venue brand activations with client marketing calendars and seasonal campaigns.

SPECTRUM AGENCY | Graphic Designer

Shanghai | China Apr 2015 – Oct 2016

- **Visual Identity & Content Creation:** Directed visual output across social media content, publications, and digital channels to align with brand goals.
- **Event Design & On-Site Execution:** Produced event marketing materials and managed on-site visual quality control during rehearsals and receptions to support flawless delivery.
- **Media Relations & Creative Partnerships:** Cultivated strategic relationships with media partners, external artists, and local vendors, coordinating publicity and creative collaboration to support brand campaigns and on-site events.

SKILLS

Brand & Marketing: Brand Storytelling, Visual Communication, Content Creation, Social Media Content, Competitive Research, Campaign Support, Cross-Cultural Localization, O2O Customer Engagement, Retail & Experiential Brand Activation

Design & Production: Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects), Figma, Canva, Cinema 4D, Video Editing

Productivity & Collaboration: Microsoft Office Suite (Excel, PowerPoint, Word), Google Workspace

Languages: English (Proficiency), Mandarin (Native).