



MELODY XM ZHENG

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Art Portfolio Website: <https://www.melodyxmzheng.com/>

Credentials

Marketing Management Certificate

Harvard Extension, January 2017 — August 2018

- Marketing Management
- Branding Strategy
- International Marketing

Transformative Coaching Certificate

Coach Masters Academy, May 2018 — October 2018

- Positive Psychology and Emotional Intelligence

Education

Bachelor of Design & Media Arts

University of California, Los Angeles, June 2016

Artworks selected and exhibited in:

- UCLA Design and Media Arts Undergrad Show 2015
- UCLA Design and Media Arts Undergrad Show 2016
- UCLA Design and Media Arts Senior Exhibition 2016

Master of Education

University of Hong Kong, December 2018

Experience

Brand Consultant

VomFASS, Hong Kong

April 2021 — November 2023

- Provided professional guidance and feedback on all branding and marketing materials. Created design for events, websites, social media and photography

Freelance Brand Consultant & Artist

Branding Records, Hong Kong

August 2017 — Present

- Worked with wide range of clients to help identify and create their brands' fundamentals, market messages and visual identity designs

Brand Consultant & Content Creator

Branding Records, Hong Kong

February 2019 — November 2019

- Worked with startups, corporate or global clients to identify and create their brands' core fundamentals, marketing messages and visual identity designs
- Created impactful brand stories with creative expressions through marketing campaigns, physical events or digital channels

Creative Designer & Marketing Assistant

Keep Pursuing, Los Angeles, USA

July 2016 — December 2016

Keep Pursuing is a fashion company providing innovative fashion accessories accenting on personal style, technology and lifestyle.

- Established brand aesthetics and style for the company
- Managed and created contents for website design, E-commerce and all digital marketing materials
- Helped launch Kickstarter project by providing creative supports, marketing management and customer relations for campaigns

Creative Intern

Outerknown, Los Angeles, USA

June 2015 — September 2015

Outerknown is a sustainable menswear brand established by 11-time World Surf League champ Slater and GQ award-winning designer John Moore.

- Built brand aesthetics across several platforms: E-commerce website, advertisement, social media platforms, catalogues, presentation assets, and prints
- Received training in product development for new product lines

Graphic Designer

UCLA Community Program Office, Los Angeles, USA

June 2015 — September 2015

UCLA Community Program Office is made up of student-initiated, student-run projects that work for freedom and equality in their own communities.

- Developed and provided creative and design support for clients

Skills

Languages: Native in English and Chinese

Adobe Software: Photoshop, Bridge, Illustrator, InDesign, After Effects, Premiere Pro

Others: NFT, Digital Art, Modern Art, Art History, Coaching, E-Commerce, Photo, Video and Audio Editing, Microsoft (Word, Excel, PowerPoint)