

Lin Zhuang

Web Design, Art Direction, User Experience & Branding

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Experience

Art Director | AOL Marketplace Group | March, 2007 - Present

- Work closely with business owners, product leads and UX designers (AOL travel, autos, real estate channels) to develop storyboards, personas, prototypes, and product demo, and final creative solutions.
- Supervise and inspire the visual design team, including assessing availability and scheduling design team resources to meet all project demands.

Interactive Designer | AOL Commerce Group | June, 2005 - March, 2007

- Create a broad range of UX solutions (websites, flash ads, banners, email templates) that integrate visual design, brand, and information architecture for AOL Shopping, Travel, Careers, Personals.
- Create style-guides and design specs.

Freelance & Consulting | ITop Media | March 2004 - May 2006

- Design web and ad campaigns for numerous clients, including big names and small size start-ups
- Clients include FORD, Harvard University, K12, HedgeStreet, Napster, and Zoomrange ect.

Web Designer | US Senate Federal Credit Union | March, 2001 - May, 2005

- Work with VP of Marketing to develop the company brand identity. Design and create corporate site and intranet, and online banking system
- Design online marketing campaign, flash ads. Monitor monthly online sales performance, web usage report and post campaign analysis by the MCIF system.

New Media Developer | Supon Design Group | March 2000 - March, 2001

- Work in this award winning, multi-disciplinary design agency and implement various creative projects from online identity to flash based ad campaign, for various clients, including Spaceworks, Energy.gov, Coquico Toy, Geocity Bio Co.

Reporter, Managing Editor | Zhejiang TV Station | June 1998 - May, 2000

- Select weekly topics, initiated filming plan, wrote screen scripts for the weekly TV show "Internet World" targeted to IT professionals with 30 million audience.

Education

M.M.C., Master of Mass Communication

Manship School of Mass Communication, Louisiana State University, Baton Rouge, LA, USA

B.A., Journalism

Zhejiang University, Hangzhou, China

Awards / Highlights

RentedSpaces.com | Art Direction & Design | 2009

Both page views went up 800% and revenue grew 650% in 3 months comparing to the previous AOL online rental entity.

Paper Publication | Author | 2006

“Internet Advertising And Its Reflection of American Cultural Values”

- Business Research Yearbook: Global Business Perspectives, Vol. XIII, 2006, 100-105.
- Accepted for presentation at 89th AEJMC Annual Convention, San Francisco, CA August 2, 2006.

USSFCU.ORG | Design & Implementation | 2005

National Association of Federal Credit Union “Best Web Site” Design Award

Documentary “Internet 1998” | Reporter & Editor | 1998

China National TV Magazine Award