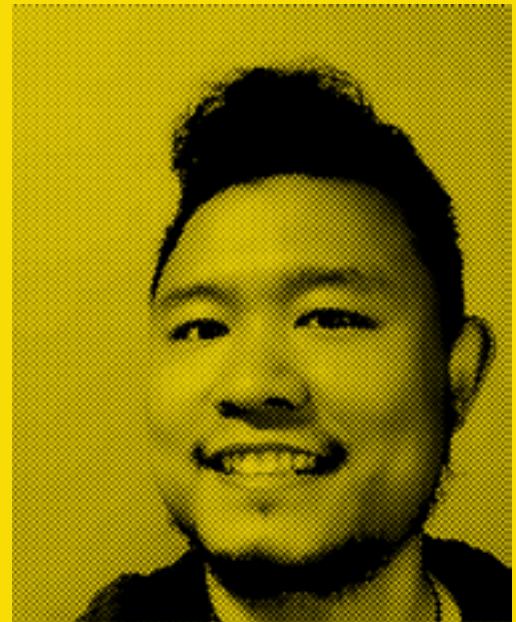


ZHEN LI JIMMY

Visual designer and visual thinker with 16 years of expertise in **brand design and marketing** in multiple industries. Expert in creating stunning visuals for **rebranding, new product launches and marketing campaigns**, ensuring brand recognition and coherence. Known for collaborating effectively with cross-functional teams to come up with innovative design solutions that **elevate brand presence and engage audiences effectively**.



PHONE

+1 415. 215. 2968

WEBSITE

zhendesigns.com

EMAIL

zhen@zhendesigns.com

ligionligion@gmail.com



EXPERIENCE	Element Biosciences	Sr Visual Design Manager	Re-Branding / Brand Management / Graphic/Visual Assets Management / Animation / Booth/Swag Designs /Web design / 3D rendering	09/2024–Present
	10x Genomics	Senior Visual Designer	Marketing Strategies / Re-Branding / Brand Management Social Media / Event Marketing / Template Designs	09/2020–09/2024
	Naver (BAND)	Visual Designer	Digital Marketing / Social Media /Event Marketing / Presentation	02/2018–12/2020
	Harvery Life	Marketing Designer	Brand Management, Digital, Web and Print Marketing, Photography, Packaging Design	07/2017–02/2018
	Netherfire Entertainment	Marketing Designer	Social Media Marketing / App Store Marketing, Web Design, In-App Marketing	08/2015–01/2016
	Yaeen Studio	Lead Designer	Design team lead for multiple world-renowned clients	07/2013–12/2013
	Cocoon Group	Visual Designer	Design lead for global marketing efforts (collaterals, packaging, web, branding, product design, etc.)	08/2010–06/2013
SKILLS	Brand Management / Digital Marketing / Creative Direction / Project Management / Communication Skills		Adobe Creative Cloud / Presentation Design / Prototyping (XD / Sketch / InVision) / Video Editing / UI / UX Design / Sound Editing / Product Design / Web Design / Motion Graphics / 3D Prototyping / Visual Design / Illustration / Studio Photography / AI assets generation	
LANGUAGES	English, Mandarin	AFFILIATION	AIGA member, San Francisco Chapter	
EDUCATION	Academy of Art University	01/14–05/17	Master of Fine Arts	

* References available upon request.