

Lucy Zhang

contact

Detroit, MI

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tech skills

Design Tools:

Illustrator, InDesign, Canva, Procreate

Film & Photography:

Photoshop, Premiere Pro, Filmora, Capcut

Atlassian Products:

Jira, Confluence, Bitbucket

Website Builders:

Wordpress, Wix, Shopify, HTML, CSS

Microsoft Office/
Google Suite

Github

soft skills

Collaboration

Creativity

Empathy

Planning

Positive

Problem Solving

experiences

Elderwood Academy | Ypsilanti, MI

Senior Production Lead (Mar. 2022 – Present)

- Led the production team for the successful launch of the [Dungeon Journal Kickstarter](#), the most complex campaign in company history involving managing the production of numerous new products and streamlining the training process amidst company downsizing.
- Collaborated on standard operating procedure (SOP) development, including trial runs, language optimization, and balancing ease vs. efficiency.
- Prototyped, tested, and documented new products including [character sheets](#) and other Dungeon Journal components.

Assistant Web Manager (Dec. 2023 – Present)

- Updated and designed online store custom product builders, website pages and product listings.
- Reorganized site navigation and product page layouts for improved UX.
- Produced web assets, print-ready advertisements, and business cards including staged photography, digital graphics, and hand drawn illustrations.
- Created product advertisements, tutorials, and content for social media, including photography, graphics, and short-form video.

Communications Liaison (Oct. 2024 – Present)

- Responded to customer inquiries and issues via email with empathetic and solution-oriented communication resulting in increased customer satisfaction.
- Handling direct in-person sales and customer education in addition to fostering relationships with other creators and businesses at conventions.
- Managed outreach and coordination for influencer partnerships, charity donations, and convention sponsorships.

Affinity Bands | Troy, MI

Graphic Design Intern (Sep. 2023 – Dec. 2023)

- Collaborated with the visual team to develop artwork aligned with the company's brand vision and aesthetic
- Partnered with major licensees such as Peanuts, Bratz, Betty Boop to create high-quality renders and infographics that met brand guidelines and maintained visual authenticity

education

BA Art & Design | Sep. 2017 – May 2021

University of Michigan (Ann Arbor, MI)