

NORMAN ZENG

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EXPERIENCE

Contract Junior Designer Boston Children's Hospital

April 2023 - Present • Boston, MA

- Collaborate with internal personnel to develop multimedia concepts communicating key messages regarding the BCH Trust's operations and strategy to key donors, grateful patients, and stakeholders
- Design, edit, and print design content for events, fundraising, and all departmental communication

Videographer Scout Production

September 2021 - May 2022 • Boston, MA

- Led production of two targeted video series, resulting in expanded reach and audience, by working with a team of videographers, sound designers, and animators
- Provided post-production editing, color correction, sound design, and graphics to a total of nine short-form online videos for organization's and client's needs

Designer Co-Op Rue Gilt Groupe

January 2021 - August 2021 • Boston, MA

- Designed 6-12 daily promotional banners with high-quality photo edits and graphics, resulting in a 25% growth in net revenue
- Collaborated with a team of in-house designers to critique past work and discuss future project ideas to increase engagement with members

Designer Scout Studio

September 2020 - December 2020 • Boston, MA

- Crafted new visual identity and branding guidelines, resulting in improved online engagement by around 45%, with a team of designers and developers for clients
- Presented weekly meetings for clients to discuss design decisions while updating key stakeholders and client organizations about project status

TV Production Assistant City of Boston

January 2020 - June 2020 • Boston, MA

- Operated cameras, audio, and lighting equipment during major mayoral and city events, while ensuring all footage and B-roll meet departmental standards
- Edited over 15 short trailer highlights and long-form online videos of mayoral events for Boston City TV's channel and social media

EDUCATION

Northeastern University

Boston, MA • GPA: 3.51

BFA in Graphic and Information Design
Minor in Film Production
Graduated Cum Laude, Honors Program

SKILLS

Programs

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere Pro, Adobe After Effects, Figma, Avid Media Composer, Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Microsoft Outlook, Audacity

Computer Science

HTML, CSS, Javascript

Traditional Skills

Sketching, Drawing, Painting, Art, Photography, Film, Camera Equipment, Audio Equipment, Lighting Equipment

Soft Skills

Advertising, Marketing, Design, Typography, Layout, Wireframe, Agile Design, Design Thinking, Design Strategy, Hierarchy, Trends, Pop Culture, Communication, Critique, Writing, Teamwork, Collaboration, Media, Mockups, Moodboard, Research, Campaign Ideation

Language

Cantonese Chinese, Mandarin Chinese