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Reference
details available
upon request

Dr Chris Muller
Senior Lecturer,
Macquarie University
Mr James Anderson
Sr. Product Design Manager,
Macquarie Group

Desired Position

Graphic Designer
Temporary Graduate Visa (485) - Full work rights



Portfolio - [https://](https://ericzhang.design)

ericzhang.
design

A blended skill set in

graphics & marketing

As a visual designer with a marketing mindset, I am backed by a strong foundation in digital media and advertising. I earned my second master's degree at Macquarie University as the **highest achiever** in six core units. In my prior academic pursuits, including both my first master's degree and undergraduate studies, I achieved **High Distinctions** in all visual design courses, proving that design is definitely my thing. With experience as a creative designer and marketing specialist at two **Fortune 500** companies, I have also shared my expertise as a **tutor** in a bachelor-level design workshop.

Education

Studies covering Visual Design, Marketing, UI/UX, Digital Media

Master of Creative Industries

Macquarie University, Sydney, Australia

Grade: 88 / 100

Awards: Highest Achiever awards in 6 of 8 units (1st / 235),
Academic Excellence Award

Feb 2024

Dec 2024

Master of Digital Communication and Culture

University of Sydney, Sydney, Australia

Grade: 83 / 100

(High Distinctions in all visual design and video editing units)

Aug 2022

Dec 2023

Bachelor of Public Relations and Advertising

BNU-HKBU United International College, Zhuhai, China

Grade: 90 / 100

Awards: First Class Awards, President's Honour Roll

Sep 2018

Jul 2022

Visual Communication Summer Programme

Hong Kong Baptist University, Hong Kong, China

Grade: 93 / 100

Jul 2019

Aug 2019

Experience

Graphic Designer

Macquarie Business School, Internship, Sydney, Australia

Aug 2024

Nov 2024

Brochure Design: Designed a 28-page brochure for *The Bachelor of Commerce Capstone* unit, praised by the Course Director of the Bachelor of Commerce for its exceptional design and information clarity.

Graphic Designer

JD.com, Internship, Beijing, China

Jul 2021

Aug 2021

JD.com, often referred to as the Chinese Amazon, is the largest retailer in China and ranks 52 on Fortune Global 500.

B2B Visuals: Designed in-app visuals and offline event materials, including splash screens, posters, and banners, maintaining targeted visual appeal in B2B design.

Graphic Designer & Marketing Specialist

Tencent, Internship, Shenzhen, China

Jun 2020

Aug 2020

Tencent is a leading multimedia company in the world. It operates game-changing products like WeChat and League of Legends.

Graphic Design: Designed visual material for the World Championship 2019 and College Championship 2020 of League of Legends, including event props, internal reporting slides, and infographic reports.

Marketing: Led a core team of 130+ students, assisting in campaigns across 1,300+ colleges and universities in China. Coordinated the promotion of *Tencent E-Sports* (a book), achieving 500k+ exposures.

Photoshop Workshop Tutor

BNU-HKBU United International College, Casual, Zhuhai, China

Apr 2019

Jun 2021

Achievements: Lectured in four training sessions with 80+ hours of workshops and 240+ bachelor students, receiving excellent feedback from both instructors and students.

Expertise: Specialised in helping students understand the dynamic combination of tools in Photoshop, simplifying complex concepts into an engaging approach.

Achievements

Stephen FitzGerald Scholars Program 2024 ↗

A prestigious Australian Government initiative named after the country's first ambassador to China, fostering Australia-China relations through dialogue between Chinese students and Australia's key figures in Canberra. Nominated by Macquarie University as one of 33 high-performing students selected nationwide.

Finalist, Academy Award of Advertising Festival 2021

A national branding award by the China Advertising Association

Digital Arts Designer Professional Certificate

ACAA China, Autodesk Authorised Training Center, 2018

Projects

BYD AusAware

Campaign 2023

Final-year capstone project at the University of Sydney

Developed a brand awareness campaign for BYD Australia as a graduation project with a High Distinction grade.

Chinese TV in the Netflix Era

Book cover design for Anthem Press, 2023

Cover design for a scholarly book published by a reputable publisher.

2019 League of Legends World Championship

Spinner design

Designed a custom sail for premier League of Legends esports teams as part of the 2019 World Championship campaign. Featured in the official event video, sailed by an Olympic athlete.

2019 Peking University Top Ten Hosts Competition

Key visual design

The key visual for this competition at China's top university achieved 100k online views, featuring in a video by Benny Sa, China's most renowned TV host.

Explore all projects and visuals at

