

# Naifang Zeng

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## PROFILE

With 20+ years in User Experience & Graphic Design, my expertise lies in crafting visually appealing interfaces and easy-to-use experiences, and translating business and marketing messages into captivating and comprehensible visual elements tailored for various marketing mediums and platforms.

Beyond my professional pursuits, I share a passion for edible gardening with my dear wife, embracing the transformative power of a Whole Food Plant-Based diet and active meditation for a healthy body and a clear mind.

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## WORK EXPERIENCE

**Senior Graphic Designer**, Contract (Mar 2024–)

[2BeLive](#) Remote

Developing a prototype to transform a set of popular K1 books from its traditional print format into an engaging online interactive and multimedia experience.

**Tools used:** ProtoPie, Photoshop, Illustrator, Slack

**Experience Designer III**, full-time (Jul 2023–Feb 2024)

[Age of Learning, Inc.](#) Glendale, CA

In My Math Academy Team, for two Scrum teams, I played a pivotal role in crafting and improving the UI/UX components. Through active participation, I made substantial contributions to the creation of over 20 highly engaging learning activities.

**Tools used:** Figma, ProtoPie, Unity, Photoshop, Slack, Miro, Jira, Confluence

**Experience Designer II**, full-time (Sep 2022–Jun 2023)

[Age of Learning, Inc.](#) Glendale, CA

In a Scrum team, my responsibilities included designing, assembling, and refining UI/UX components for more than 10 exceptionally engaging learning activities.

**Tools used:** Figma, ProtoPie, Unity, Photoshop, Slack, Miro, Jira, Confluence

**Senior Designer**, full-time (Oct 2020–Aug 2022)

[Age of Learning, Inc.](#) Glendale, CA

In the China Products Team, working as a dedicated UI/UX designer and technical artist, I have crafted, prototyped, and assembled over 30 highly engaging educational games. Through this extensive body of work, I have demonstrated a keen understanding of creating immersive educational experiences that captivate and enrich the user's journey.

**Tools used:** Adobe XD, ProtoPie, Unity, Photoshop, Slack, Miro, Jira, Confluence

**Senior Designer**, full-time (May 2019–Sep 2020)

[Age of Learning, Inc.](#) Glendale, CA

As a key member of the WeChat marketing team in the International Product Team, I collaborated closely with our social media specialist and the ABCmouse.cn creative team in Tencent China to execute an extensive and highly impactful marketing campaign lasting over 17 months. Throughout this period, I crafted numerous compelling images and posts on WeChat, significantly contributing to the campaign's overall success.

**Tools used:** Photoshop, Illustrator, XD, Wechat, Weibo, Jira, Confluence, Slack

**Senior Designer**, full-time (Sep 2015–May 2019)

[Age of Learning, Inc.](#) Glendale, CA

In the Marketing Team, as the primary graphic designer for the Chinese market, I played a vital role in advancing ABCmouse.cn to become a prominent after-school English learning platform in China. This was instrumental in the successful partnership between Age of Learning and Tencent, a multinational tech giant, in developing an innovative English education platform for kids in China.

**Tools used:** Photoshop, Indesign, Illustrator, Jira, Confluence, Slack

**Graphic Designer**, full-time (Aug 2013–Aug 2015)

[Age of Learning, Inc.](#) Glendale, CA

In the Brand Marketing Team, I actively contributed to the comprehensive conceptualization and production of a diverse range of content, encompassing both digital and print mediums. This included materials tailored for internal needs, online brand marketing, and trade shows.

**Participated in:**

- [ABCMouse.com](#), [ABCMouse.cn](#), [Ageoflearning.com](#) webpage design and development
- Poster, flyer, brochure, banner, backdrop, logo, and other marketing collateral design

- Webpage, icon, and banner design and image/graphic assets prepping; Photo retouching

**Tools used:** Photoshop, Indesign, Illustrator, Jira, Confluence, Slack

**Graphic Designer**, full-time (Dec 2012–Jul 2013)

[Age of Learning, Inc.](#) Glendale, CA

In the Marketing Team, as the designated graphic designer for the Chinese market, I undertook the responsibility for the creation and maintenance of web content and marketing materials, both in digital and print formats.

**Participated in:**

- [ABCmouse.cn](#) webpage design and development
- Poster, flyer, brochure, banner, backdrop, logo, and other marketing collateral design
- Webpage, icon, and banner design and image/graphic assets prepping
- Photo retouching

**Tools used:** Photoshop, Indesign, Illustrator, Jira, Confluence, Slack

**Assistant Graphic Designer**, part-time (May 2010–Aug 2012)

JK Graphics, Canoga Park, CA

Supported the shop owner in tasks such as large-format poster and sign printing, installation, as well as product photography, photo retouching, and various other responsibilities.

**Graphic and web designer**, freelance (Jul 2007–Nov 2012)

Los Angeles, CA

**Major projects:**

- [Yoyo Active Corporation](#), New York (website, logo, business card, postcard)
- The Green Compass, Stockholm, Sweden (logo)
- Weili International, Northridge, CA (logo, brochure, poster, website, product photography)
- [CSUN China institute](#) (website, flyers, newsletters)
- 2010 the Western Conference of the Association for Asian Studies, CSUN Northridge, CA (flyer, program cover)
- Professor Wang, Cal Sate University, Northridge, CA (flyers, posters, catalog, websites: <https://www.csun.edu/~mwang/>, <https://www.csun.edu/~mwang/exhibition/home.html>)
- Jinzhijian Art Museum, Beijing, China (logo)
- Zhu Wei Art Exhibition, New York and Beijing
- The Gao Law Firm, Binghamton, NY (logo, envelope, letter pad, and business card)

**Graphic designer**, freelance (Sep 2005–Jun 2007)

Binghamton, NY

**Major projects:**

- 2006 Song of Silk Concert, Binghamton University, Binghamton, NY (logo, poster, postcard, invitation card, news release, letter pad, and ticket)
- HUST AMT & Cutting Tools Inc., Harbin, Heilongjiang Province, China (logo)

- Southern Tier Chinese Culture Association, Binghamton, NY (logo, award certificate, letterhead, posters and newsletters)
- [www.allinonenews.com](http://www.allinonenews.com), WEBSCALERS L.L.C., Binghamton, NY (logo)
- The First Exhibition of American Research Association of Eastern and Western Art, the Famous Artists Gallery, Long Island, NY (poster and invitation card)
- The American Research Association of Eastern & Western Arts, Long Island, NY (logo, letter pad, envelope, and business card)

**Graphic Designer and Exhibition Coordinator**, full-time

[Wan Fung Art Gallery](#) Beijing, China (Nov 2000–Aug 2003)

[Wan Fung Art Gallery](#) Shanghai, China (Nov 2003–Aug 2005)

**Key responsibilities:**

- Graphic Design: Design diverse materials (invitations, posters, brochures, catalogs, letter pads, business cards, website layout, web banner ).
- Exhibition Management: Coordinate exhibition setup, teardown, and documentation.
- Artist Relations: Welcome and assist visiting artists. Create and manage artists' portfolios.
- Artwork Handling: Manage photography, digital cataloging, framing, and shipping of artworks.

**Art Teacher and Counselor**, full-time (Aug 1999–Jul 2000)

Fujian Broadcasting and Television Vocational School, Fuzhou, Fujian Province, China

**Art Teacher**, part-time (Aug 1998–Jul 1999)

Fuzhou Fine Arts and Crafts School, Fuzhou, Fujian Province, China; Broadcasting and Television Vocational School, Fuzhou, Fujian Province, China

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## SKILLS

**Design Tools:**

Adobe Creative Suite (Photoshop, InDesign, Illustrator, XD), Figma, ProtoPie

**Game and Web Development:**

Unity, GitHub, HTML, CSS

**Productivity Suites:**

Microsoft Office (Word, Excel, PowerPoint), Miro, Slack, Jira, Confluence

**Miscellaneous Tools:**

Adobe After Effects, Adobe Premiere Pro, Keynote, Sketch, Maze, ChatGPT

**Content Management Systems (CMS):** Prestashop, Drupal

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## EDUCATION

**BA, Art Education**

## **LANGUAGES**

### **Chinese**

Native or bilingual proficiency

### **English**

Professional working proficiency

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## **REFERENCES**

### **Referee 1**

Name: Takeshi Horiuchi

Type of reference: Manage/Supervisor

Period of reference: Dec 2021–Aug 2023

Organization: Age of Learning

Position Title: Experience Design Architect

Phone Number: 805.340.0097

Email address: takeshi.horiuchi@aofl.com

### **Referee 2**

Name: Michelle Young

Type of reference: Manage/Supervisor

Period of reference: Jun 2019–Jul 2021

Organization: Age of Learning

Position Title: Senior Art Manager

Phone Number: 724.610.6429

Email address: michelle.young@aofl.com

### **Referee 3**

Name: Chris Jaskowski

Type of reference: Manage/Supervisor

Period of reference: Aug 2013–Aug 2015

Organization: Age of Learning

Position Title: Senior Creative Director

Phone Number: 818.425.4664

Email address: cjaszkowski@gmail.com