



ZACHARY LEONG

CONTACT

✉ zjleong17@gmail.com

☎ (917) 992-9320

SKILLS

GRAPHIC DESIGN

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Premiere Pro
Adobe After Effects
Typography
Web/Mobile/Print Layouts
Figma
Canva

BASIC COMPUTER

Microsoft Excel
Microsoft Word
Microsoft PowerPoint

MODELING

SolidWorks
KeyShot
SketchUp
Autodesk Fusion 360
Autodesk Maya
Rhino & Grasshopper

CRAFTING

Rapid Prototyping
Hand Sketching
Woodworking
Sculpting

CODING

Java / Javascript
HTML / CSS
C++ / C#

WEBSITES

🌐 zacharydesigns.com

in [linkedin.com/in/zacharyjamesleong](https://www.linkedin.com/in/zacharyjamesleong)

MULTIDISCIPLINARY DESIGNER

Innovative and detail-oriented multidisciplinary designer with over three years' experience in crafting compelling brand identities, functional products, and captivating events across various industries. Proven ability to transform strategic visions into impactful designs that enhance engagement and foster brand loyalty. Expert in Adobe Creative Suite, market trend analysis, and production workflows.

WORK EXPERIENCE

Uncommon Goods, LLC

FREELANCE INDUSTRIAL DESIGNER | REMOTE | MAR 2024 - PRESENT

- Designing functional home decor via hand sketching, prototyping, and Adobe Illustrator

SEASONAL ARTWORK CUSTOMIZER ASSISTANT | REMOTE | OCT - DEC 2023

- Customized digital art templates according to customer specifications and made revisions based on customer feedback
- Streamlined customization process for existing Adobe Photoshop and Illustrator templates
- Exported files with correct specifications for print, mobile, and web formats

Corki Designs Inc.

GRAPHIC & INDUSTRIAL DESIGNER | NEW YORK, NY | MAR 2021 - OCT 2023

- Created crowdfunding promotional materials using Adobe Creative Suite tools including After Effects, Premiere Pro, Illustrator, and Photoshop
- Marketed cork planters using Etsy, Facebook marketing tools, WordPress, and Shopify
- Raised \$15,876 on Kickstarter for the Corki Planter during a one-month campaign with an original funding goal of \$8,000
- Utilized basic wood shop machinery and joinery techniques to prototype and design various iterations based on customer feedback

Queer Athena

VISUAL DESIGNER, EVENT COORDINATOR | NEW YORK, NY | JAN 2022 - SEPT 2023

- Designed promotional content and merchandise with Adobe Photoshop and Illustrator
- Spearheaded unique experiences for the LGBTQ+ community including art markets, drag shows, picnics, date nights, networking opportunities, and a 2023 Pride march
- Coordinated events with diverse audiences for up to 500 guests
- Handled Queer Athena's TikTok, Instagram, Facebook, Eventbrite page, and site
- Managed event budgets up to \$5,000 with consideration toward venue acquisition, vendor/performer fees, and catering costs

TerraCycle Inc.

INDUSTRIAL DESIGN INTERN | TRENTON, NJ | AUG - OCT 2020

- Rendered mockups for marketing displays utilizing Fusion 360
- Designed exhibition displays for Loop Global launch events via SolidWorks and prototyping
- Updated engineering functions and completed budget analysis of existing coffee capsule Zero Waste Boxes in SolidWorks

EDUCATION

Pratt Institute

BACHELOR OF INDUSTRIAL DESIGN

SUSTAINABILITY STUDIES MINOR | FURNITURE DESIGN CERTIFICATION