



PORT- FOLIO

ZACHARY J. LEONG

ENTREPRENEURSHIP
GRAPHIC DESIGN
INDUSTRIAL DESIGN

Zachary J. Leong

Selected Works
2019-2023

Pratt Institute
Brooklyn Campus

Industrial Design, BID
Sustainability Studies, minor
Furniture Design certificate



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Contents

- 01 About
- 02 Resume

Entrepreneurship & Graphic Design

- 03 Corki Designs Inc.
- 15 Queer Athena
 - 21 – “Find Me” Picnics of 2022
 - 22 – Queer Love Art Market Bash
 - 25 – Queer Night in Soho
 - 29 – Queer Field Day
 - 33 – Queer Love & Sex Fair

Home Objects

- 35 Succulent Sensory Set
- 41 Diffuse
- 47 Hands-On Clocks
- 55 Snoopy Coaster Set

Furniture / Lighting

- 61 Loop Tote Exhibition
- 71 Piet
- 77 Untouched
- 83 Rooted

Digital Modeling

- 89 Tealight Tech Pack
- 91 Candle Rendering



ABOUT

Zachary J. Leong is an industrial, graphic, and website designer living in New York City. Utilizing his design knowledge, technical drawing skills and imaginative mind, Zachary continues to create engaging and beautiful objects that cohesively encompass functionality, craft and originality.

Additionally, Zachary possesses a strong entrepreneurial spirit, as shown in his first venture, Corki Designs Inc. – a small business centered on sustainable and innovative plant decor made from the cork material.

More recently, Zachary has explored event planning by cofounding Queer Athena – an event hosting organization that creates safe, accessible and fun spaces for the LGBTQ+ community to thrive in. Queer Athena has quickly become a popular name in the NYC queer community in recent months, amassing thousands of followers across various platforms.

Don't be fooled, these endeavors have not taken too much of his time; Zachary continues to work efficiently to run these two organizations, and strives to learn from and contribute more to the next opportunity that comes his way.



Experience

Queer Athena	Hosts and organizes events for the LGBTQ+ community such as art markets, drag shows, picnics, networking events, etc.
Cofounder New York, NY Jan 2023 – Present	Manages events with 100+ attendees. Responsibilities include content creation, media outreach, & website/graphic design.
Corki Designs Inc.	Formed a company based on the <i>Corki Planter</i> project, conceptualized during my junior year of college.
CEO/Founder Freehold, NJ March 2021 – Present	Required and demonstrated business management skills, knowledge of woodshop machinery, & marketing capabilities.
TerraCycle / Loop	Collaborated with the design team to create consumer-friendly products and systems while conducting manufacturing research.
Design Intern Trenton, NJ Summer – Fall 2020	Individually completed a furniture/exhibition design from concept to production, showcasing the iconic Loop tote bag. Included rendering mockups for promotional displays.
Freelance Designer Summer 2022	Followed specifications to build exhibition decor and gifts.
Metro East Brokerage	Assisted business owner in daily tasks regarding clerical work, data entry, and client reconciliations,
Managing Assistant New York, NY Jun 2017 – Aug 2019	Regularly updated and maintained office hardware and software.

Education

Pratt Institute	Pratt Institute – School of Continuing and Professional Studies
Bachelor of Industrial Design Sustainability Studies minor Brooklyn, NY Graduated May 2021	Furniture Design Certificate Brooklyn, NY Completed Summer 2021

Skills / Interests

Adobe Creative Cloud – Illustrator, Photoshop, InDesign, Premiere Pro, After Effects
Prototyping – Woodworking, Metalworking, Sculpting, Paper Craft, Clay, Ceramics
Digital Modeling – SolidWorks, Fusion 360, Keyshot, Rhino, Maya, Sketchup, Sculptris
Programming – Java, JavaScript, C++, C#, HTML/CSS, Arduino, WordPress, Shopify
Other Interests – Cooking, Camping, Hiking, Houseplants, PC Gaming, Mahjong



CORKI DESIGNS INC.

A.K.A THE CORKI PLANTER

Zachary Leong: CEO/Founder
Incorporated in March 2021
New Jersey state

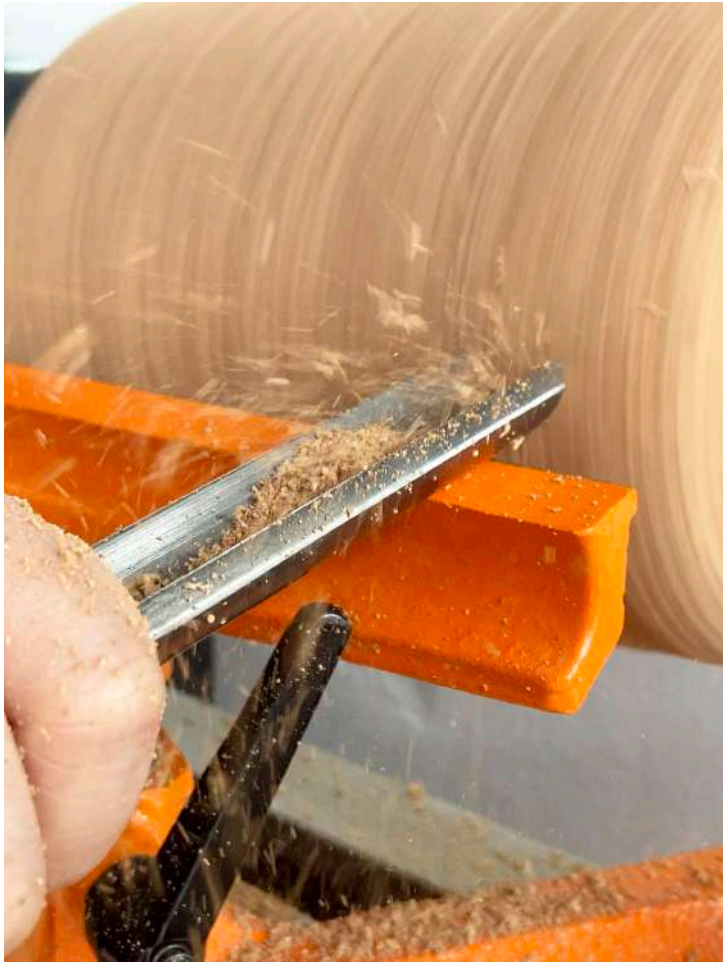
<https://corkidesigns.com/>

Zachary's passion for houseplants meets the trending material, cork, in original designs that consider drainage, durability, and sustainability.



Initial Inspiration
Home decor project: Spring 2020

The Corki Planter concept originated from a college studio course - Conscious Home with Meredith Erickson. Research on the company *Parachute Home* led to the planter's form and style, while the materiality came from extensive exploration into cork, its life cycle, and its production methods.



Concept Revisited
Fall 2020

During the next Fall semester, the Corki form advanced to a more practical design in terms of production, function and appearance. Lathed by hand, the new *Corki Planter* became the focus of the entrepreneurship course with the goal of promoting the product via social media as a brand lifestyle.



One-of-a-kind Design

Materials: cork, natural beeswax

The final concept included a unique, friction-fit drainage saucer. Corki aimed to address the growing use of unsustainable plastic and concrete planters on the market, many of which left out the most important part of caring for houseplants: drainage.

Kickstarter Platform

The Corki Planter: Let's Grow

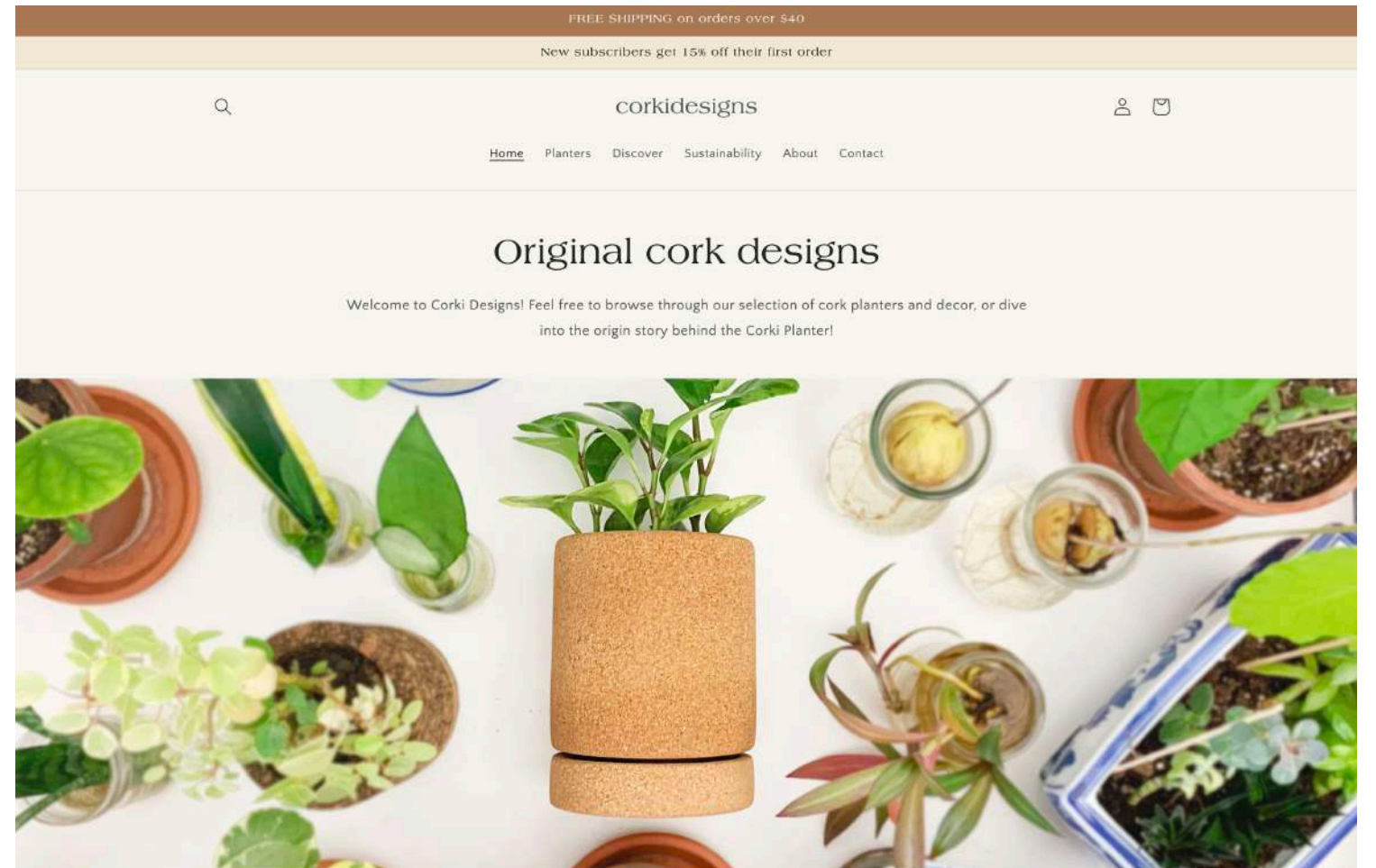
[Kickstarter link](#)

Having won first place in the final pitch competition of the semester with distinguished judges and experts of their fields, consultation offers, and a small cash prize, Corki proved to be ready for the crowd.

With a goal of \$8000, the Corki Planter collected almost double

that at \$15,876 over a month-long campaign on Kickstarter. Using these funds, the Corki Planter was mass produced. This success led to the creation of other designs that become available based on demand and season due to Zachary hand crafting planters for future orders.





Small Business
Corki Designs Inc.

Corki was transformed into a NJ corporation in early 2021. This required learning new skills such as finance and tax knowledge, business management expertise, website design skills, and consumer interaction on a more regular basis.

THIS CHIC INDOOR PLANTER MAKES A PRETTY SOLID CASE FOR WHY CORK PLANTERS ARE SIMPLY THE BEST

BY SARAH GREEN / 11/17/2021

<https://www.kickstarter.com/projects/plantzack/the-corki-planter-lets-grow>

When I tell you to think about planters, chances are you're only thinking of a few common materials – terracotta/clay, plastic, concrete, or the odd powder-coated metal. To be honest, there's nothing wrong with any of those materials...in that, they do what they need to do. Some provide porosity, others provide strength and durability, and they each lend their own aesthetic to the planter, whether it's minimalist, outdoorsy, brutalist, etc. There is, however, one material that doesn't usually feature on that list, and interestingly enough, it ticks every single box.

Designer: Zachary Leong

[Click Here to Buy Now: \\$12](#). Hurry, less than 72 hours left!



The material I'm referring to is cork. Cork fulfills every basic aspect of planter design and some more. It's damage-proof, hydrophobic, bug repellent, resistant to molds/spoilage, and has a quirky beautiful aesthetic that complements plants beautifully. It's also sustainable, recyclable.

Featured Design

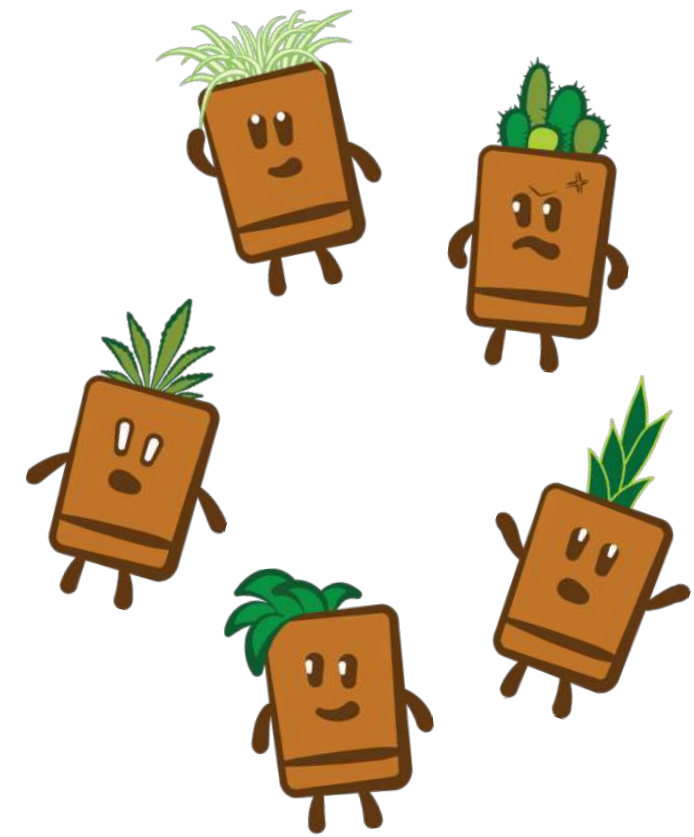
Yanko Design

The Corki Planter gained enough attention during its Kickstarter launch and was featured on Yanko Design's website!

Branding Corki

Graphic and Logo Designs

The Corki Planter is a good enough product on its own, but marketing and branding is always a priority if it were to continue being a success.







QUEER ATHENA

LGBTQ+ Event Hosting Organization

January 2023-Present

<https://www.queerathena.com/>

From art markets and picnics to dating nights and networking events, Queer Athena is constantly creating safe spaces for the LGBTQ+ community to thrive in NYC. In addition to large events, we plan smaller meetups to connect strangers in more intimate settings.

NYC PRIDE 2023 6/25/23



Karaoke Night 3/8/23

Queer Love Art Market Bash 2/4/23



Mother's Day Pots n Crafts 5/11/23

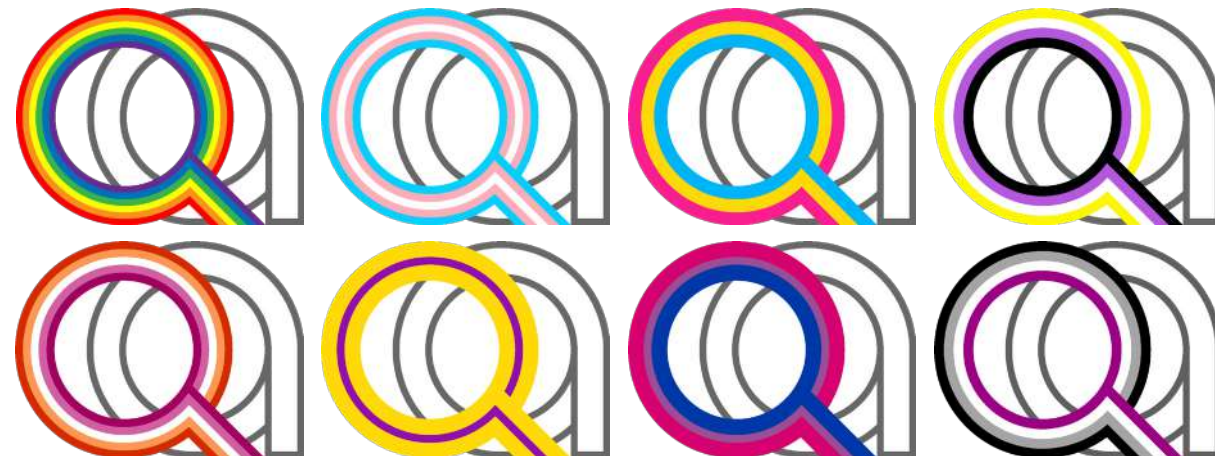
Hiking Trip 4/16/23



Athena Picnic 5/13/23

Escape Room challenge 4/12/23





Graphic and Logo Designs

Queer Athena merch

Final Queer Athena merchandise designs incorporated research on updated Pride flags/colors, trending logo designs, and customer feedback. Many of these designs are still implemented on a variety of Queer Athena promotional content.





"FIND ME" PICNICS OF 2022

Original Events
 Sheep Meadow, Central Park, NYC

Queer Athena began when cofounders Lia Athena and Zachary Leong hosted public picnics in Central Park. After sending the word out on social media, the queer community pulled through and came out to have fun in the sun! These picnics were the very first QA events even before the name was created.



Queer Love Art Market Bash

HOSTED BY  QUEER ATHENA

ft. artwork from
 Anya Samukova | Ashley Fletcher | Bo Kim | Cat Kim | Emily Fabiano
 Gill Bolnick | Kathy Buist | Kim Zack | Lia Lee | Madeline Molina
 Mickey | Milo Falconi | Min-Myn J | Val Schaffner | Waldine Portelus

flash tattoos by @funkeeflowerz
 food, wine, music & games!
 raffle drawings at 5pm
 vaccination required

Saturday | February 4th | 2-7pm

75 Stewart Ave, Unit 204 | Brooklyn, NY

Find Valentine's Day gifts for your friends and lovers!

\$15 tickets online | \$20 tickets at the door | Raffle included

QUEER LOVE ART MARKET BASH

Queer Art Market
 February 4th, 2023


Queer Athena's first official event was the Queer Love Art Market Bash. We had over 120 guests come to this event in Brooklyn to socialize, enjoy food/drinks and buy art from over a dozen queer artists!

NEW YORK EN SUBSCRIBE

News Things to Do Food & Drink Culture Theater Travel Time Out Market Love Local More

Queer Love Art Market Bash

Art




Photograph: By Lia Athena

Buy Ticket

Time Out says

Shop local and support queer artists and designers at the Queer Love Art Market Bash on Saturday, February 4. The event will showcase more than a dozen artists at a studio in Brooklyn. In addition to shopping, sip on complimentary wine, grab some food, play games, listen to music and even get a tattoo.

The event is hosted by Queer Athena, which is dedicated to creating safe spaces for the LGBTQ+ community to connect in NYC.



Written by Rosalynne Steen Cullen Friday January 27 2023

f t p e w

Popular on Time Out

Here's how to go on the longest outdoor mountain coaster in the country

NYC events in September 2023

See inside the Swedish candy paradise that just opened on the Upper East Side

The 50 best restaurants in NYC right now

The best things to do in NYC

Featured Event
 Timeout Magazine

Attention about our event through ticket sales on Eventbrite caught the attention of journalists!



Setting Precedent

Queer Love Art Market Bash

The huge and unexpected success of this first event set the standard for future events: Maintaining the social aspect above everything else to foster community growth drove people to come together.



Responsibilities

Queer Love Art Market Bash

Planning the event required venue acquisition, budgeting knowledge, and reaching out to art vendors/catering businesses.





QUEER NIGHT IN SOHO

Speed Friending Event

April 14th, 2023

Queer Athena continues its streak of hosting new events for the LGBTQ+ community with a one-of-a-kind speed FRIENDING experience.



Poster Designs

Inspiration

The design and format of the event flyer, more specifically the typography, was inspired by research on retro painting and photography. The movie poster of the 2021 film "Last Night in Soho" became a main source of creativity.





One-of-a-Kind Experience

Galospace, Soho

Similar to speed dating events that are typical of the NYC area, this experience focuses on creating connections between people that are not necessarily romantic in nature. Colored wristbands signified the type of connection an individual wanted, whether it be platonic, casual, romantic, etc.



Catering and Sponsorships

Dyke Beer

To gain more attention for this event, Dyke Beer was offered to all guests and a show of commitment to the queer community. The event ended up selling out of tickets, and we created a waitlist for people outside of the venue doors.





QUEER FIELD DAY

Six Teams, Six Games, One Winner

June 17th, 2023

This event in Prospect Park was Queer Athena's largest event yet, with over 150 people gathered, about half of which participated in our main competitive games.

We mandated waivers to be signed of course, given the physical nature of most of our games. Side activities were also provided including volleyball, spikeball, Kan Jam, Giant Jenga and card games.



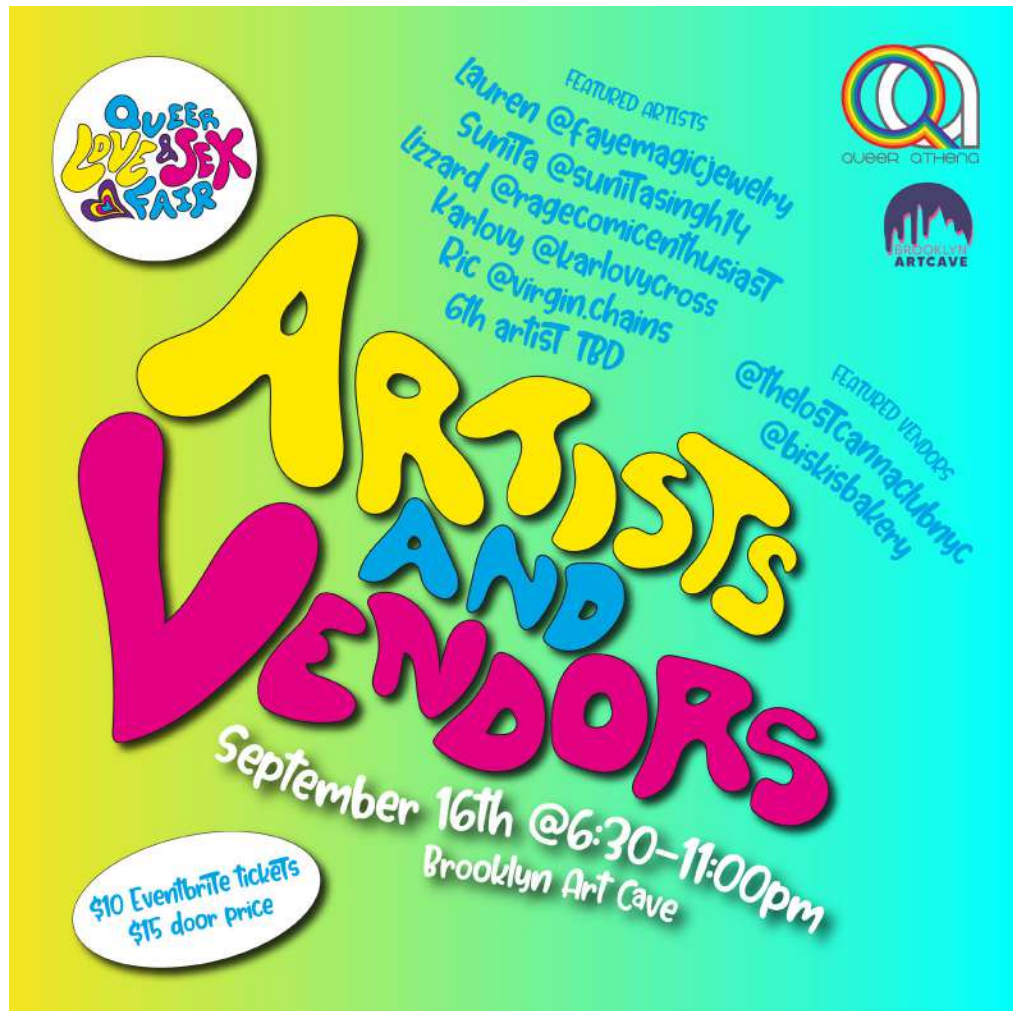
Competitive Games

Prospect Park

Six teams based on the color of the rainbow competed in: Six Legged Race, Clothing Drive Fashion Contest, Queer Objects, Crazy Relay Races, Tug-of-War, and 6-way Capture the Flag!







QUEER LOVE & SEX FAIR

A New Kind of Art Fair
 September 16th, 2023

Realizing the lack of sex education that many people, especially queers, faced while growing up, Queer Athena wanted to help fix that by providing educational booths on the topics of love and sex.

Booths, Vendors and Artists
 Education and Art

To provide a full experience on these topics, we combined our usual art market theme with experts in the field of queer love and sex.

Poster Designs
 Instagram Layout

The three event flyers above were posted to Instagram from right to left so as to create a lasting design on our page's grid.



SUCCULENT SENSORY SET

Course: Biomimicry with Ignacio Urbina Polo
Fall 2020

Combining the growing need for autism awareness with the forms and functions of the natural world, the *Succulent Sensory Set* provides a tactile learning tool for young children across the spectrum.



Project Focus
Autism Spectrum Disorder

The project pivoted from originally focusing on mental health to a more specific topic of designing for children with autism.

Natural Reference
Textural Inspiration

Extensive research into the animal and plant kingdoms revealed many opportunities for properties that could prove useful as educational tools. The variety of textures and forms found in succulents provided a simple method of translating sensory input to children with ASD in a fun, informative way.



Final Model
Construction

Unfortunately made without the use of woodshop machinery due to the COVID-19 pandemic, the Succulent Sensory Set was constructed with 1/2" wood with textures created from cotton, rubber, mesh, glue, shellac, and beeswax.



Final Model

A tactile learning tool

The Succulent Sensory Set contains eight objects, each with distinct tactile surfaces, and are laid out in a cohesive pattern that allowed children to color match as well as texture match to advance their sensory vocabulary.





DIFFUSE

**Course: Design for Wellbeing
with Karol Murlak**
Spring 2021

To cope with the unprecedented stresses of living in a global pandemic, *Diffuse* aims to relieve that tension with an engaging aromatherapy routine.



Form Testing

Material: cork, glass, lava stone, sand, lavender, coconut oil

The concept of the aromatherapy routine was fairly simple. The conduit to convey this process was the main area of exploration for this project. Iterations were made to create a system that actively engaged with the user.



Aromatherapy

Office space

Diffuse is intended to alleviate the anxiety associated with a monotonous routine while working from home due to the COVID-19 pandemic. Establishing an interactive routine with the process of aromatherapy allows the user to bring fresh scents into their workspace, thereby boosting productivity and motivation.



Final Model
Construction

Three glass containers sit on a bed of sand, allowing the user to arrange them in their desired fashion. A smooth lava stone sits on one end that diffuses infused oils. A cork base provides a safe way to store all components.



Final Model
Process and Routine

One holds a carrier oil, such as unscented coconut oil. Another holds a scent concentrate, such as lavender, that will have the carrier oil added to it. The last acts as a vessel for storing the resulting infused oil, which is to be poured over the lava stone diffuser in small increments daily/weekly.





HANDS-ON CLOCKS

**Course: Conscious Home with
Meredith Erickson**
Spring 2020

The Hands-On Clocks differentiate work time from play time by easing communication between family members. This design comes at a pressing time when the coronavirus swept the world by surprise in early 2020.



Initial Inspiration
Dims Home collection

Dims Home became the proposed company to design for, promoting materials such as ash plywood, powder-coated steel, and PLA derived from corn starch.

Group Project
(reference picture to the right)

In addition to the *Hands-On Clocks* by Zachary Leong, *Lan-Turn* designed by Xiaonan Yao (hanging light, upper left) and *Co-Tracker* designed by Chenxi Guo (circular desk object, middle right) complete the collection aimed to cohesively integrate with Dims Home products.



Clocks indicate that a 20-minute timer has been set



Final Concept
Connectedness

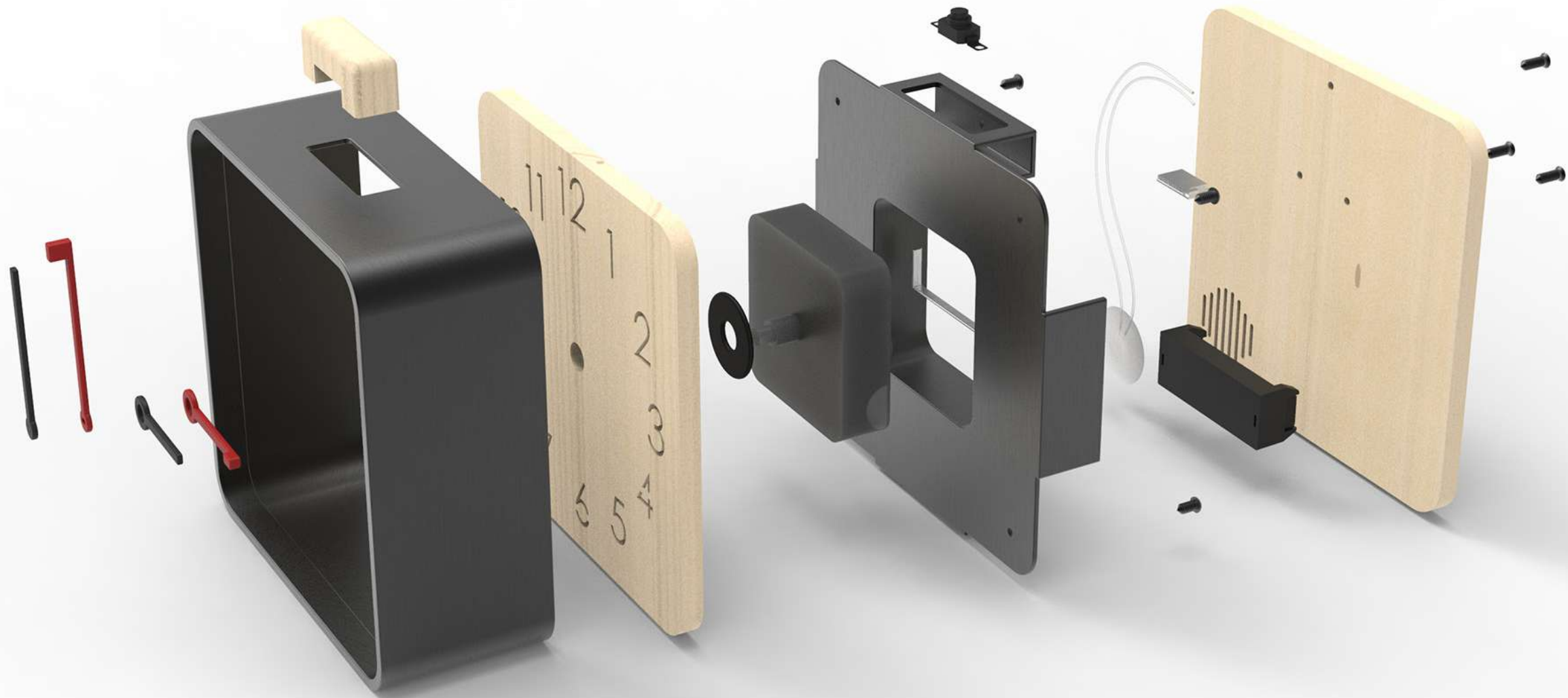
The “parent” clock (left) and “child” clock (right) are intended to communicate with one another, allowing one viewer to know the other’s schedule. The key difference between the two is that the child clock contains a plastic cover, preventing young children from accessing the clock hands. The black hands convey the actual

time, while the red hands on the parent clock can be used to set a timer that will simultaneously apply to its child clock. When the actual time catches up with the timer, it indicates that the parent clock’s user is done with work for the moment. If not in use, the red hands will stay hidden.



Working from Home
Distinguishing work from play

The principle behind this is to separate work time from play time and allow parents, guardians, elders, etc. to schedule quality time with younger ones. The *Hands-On Clocks* are ideally meant for WFH conditions.

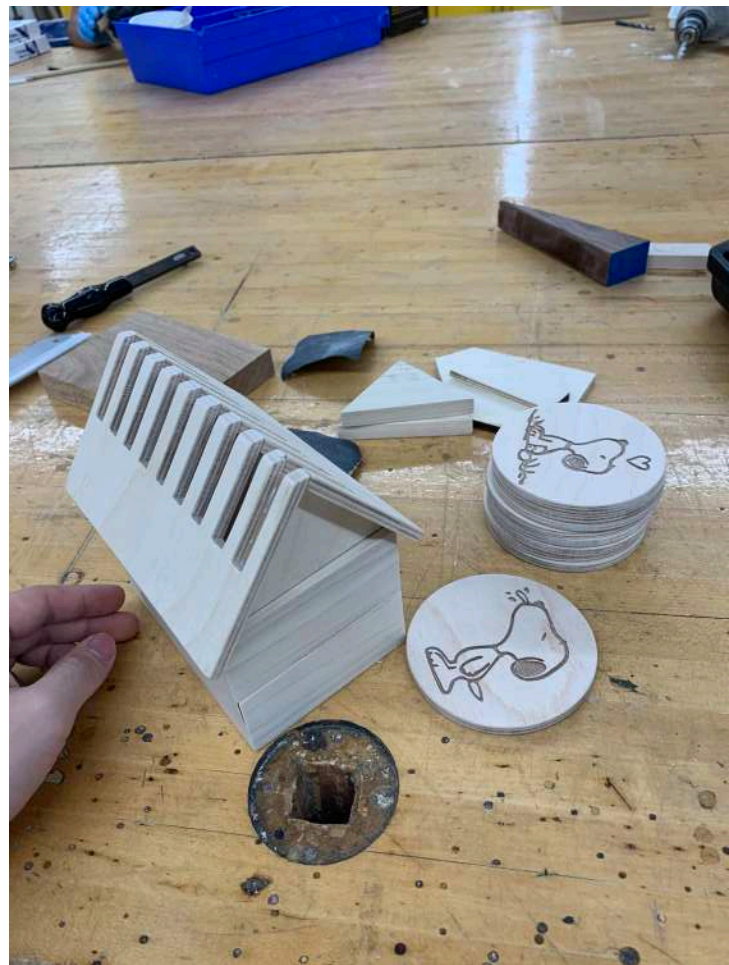




SNOOPY COASTER SET

Christmas Gift
Fall 2019

A Peanuts-inspired Christmas gift showcasing nine coasters, each with a laser-etched iconic Snoopy scene.



Construction
Materials and Purpose

The entire piece is built from 1/4" birch plywood, either painted or beeswaxed. The bottom of the "doghouse" coaster rack slides open to reveal a storage space for all nine coasters.



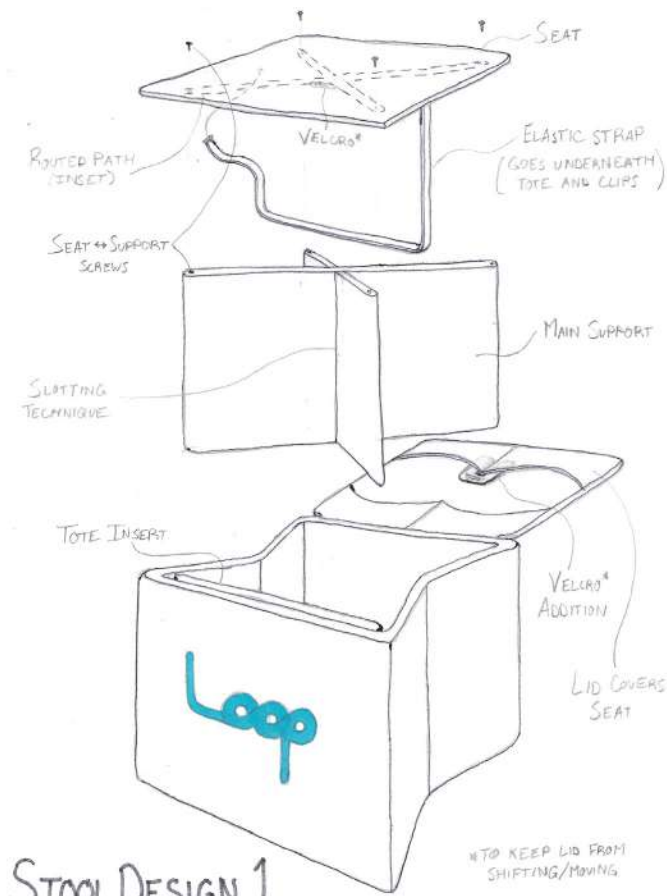




LOOP TOTE EXHIBITION

**Design Internship with
TerraCycle Inc / Loop Global**
Summer 2020

As part of a two-month internship with the global recycling company, TerraCycle, Zachary designed exhibition furniture for future Loop launch events. The primary goal was to showcase their signature Loop totes, meant to promote a more circular economy.

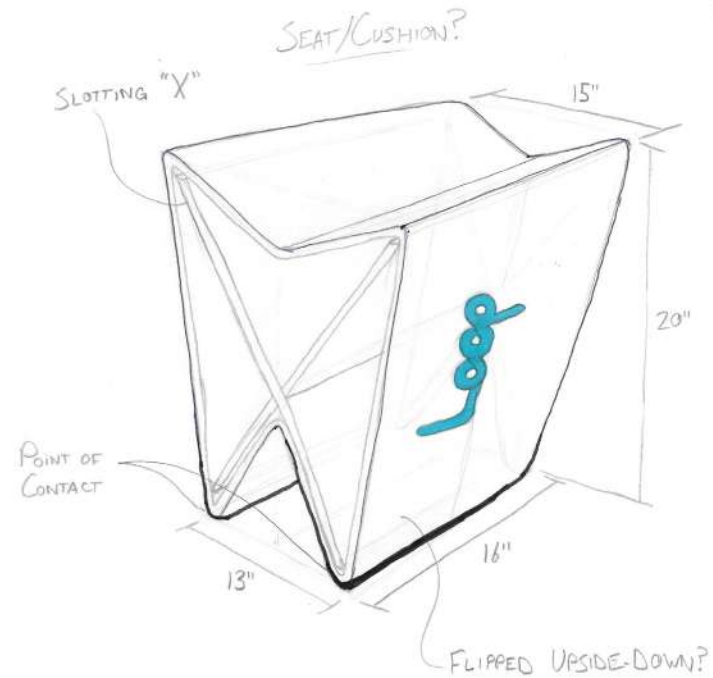


STOOL DESIGN 1

Ideation

Loop Tote research

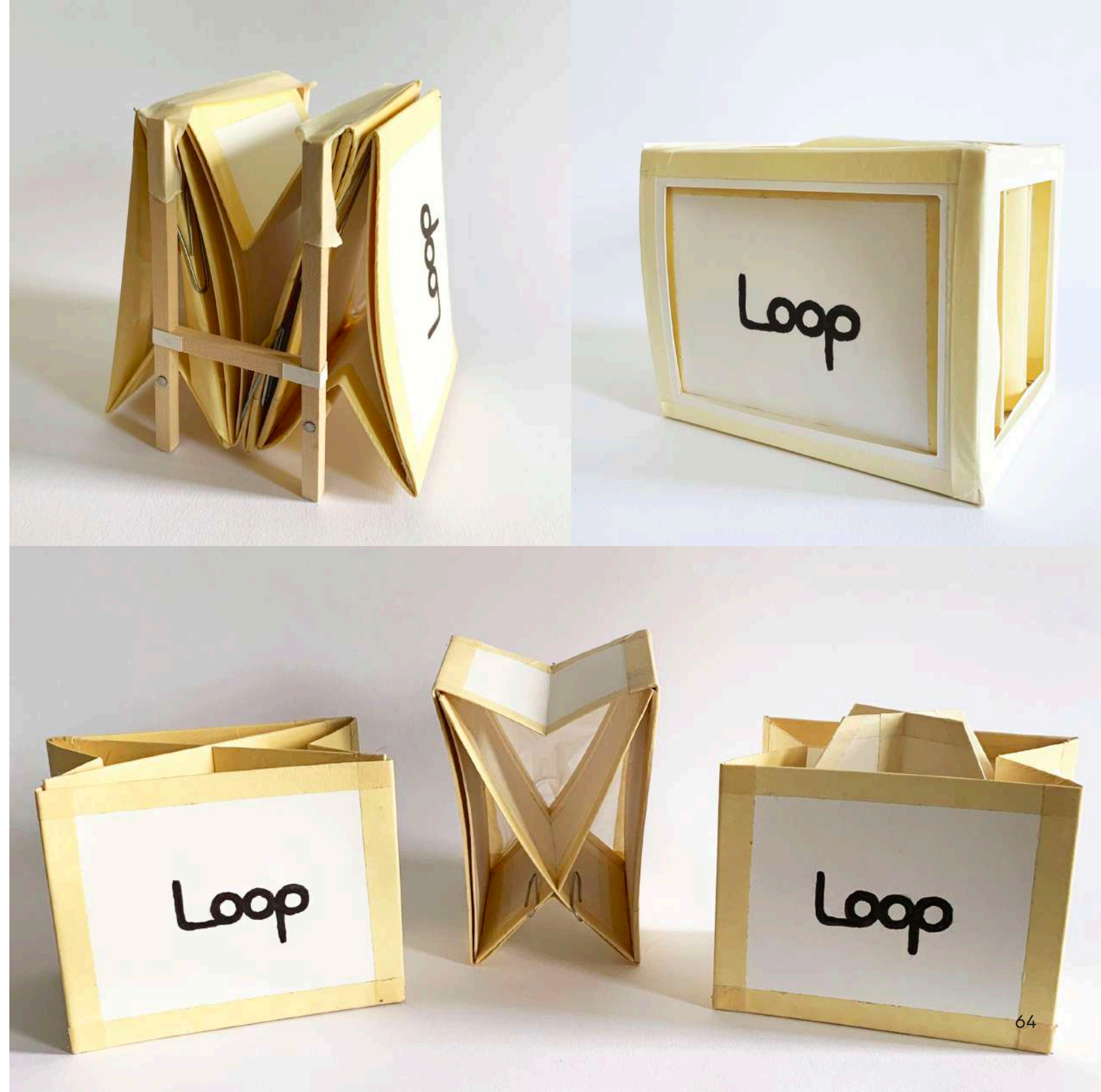
Multiple variations were sketched out for a stool concept, following the conditions of being portable, cost-efficient, and of course sustainable. This all depended on the limits, dimensions and accessories of the Loop tote.



Sketch Models

1/4" scale paper studies

The most efficient way to move forward from ideating on paper was to build scaled-down models to present to the rest of the design team for approval. Five of the initial drawn concepts were modeled, and two of those were chosen for full-scale construction.





Final Concept
Flat-pack design

(reference picture to the left)
An interlocking 'X'-pattern of plastic corrugate became the structure of the stool. Meanwhile, the seat and seat cushion were designed to secure onto the mailing slot of the Loop tote.

Final Concept
Construction Materials

The final stool concept consisted of upcycled/recycled plastic corrugate (presumably from used signs and posterboards), plywood, upcycled foam pads, and recycled acrylic sheets.



Grouped Seating
Tote Tower

In addition to a stool concept, TerraCycle asked for a larger group seating idea where event-goers could lounge around and post on social media.



Grouped Seating
Construction

The tower consists of exactly 100 totes, with some requiring cushions and others, backrest support. Every tote is secured in place by connecting zippers with an adjacent tote. This method, in addition to including a wooden structure in the center, prevents totes from falling.





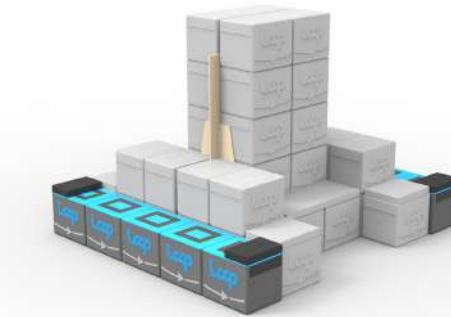
Digital Renderings
SolidWorks / Keyshot

The above image represents the intended arrangement of the tote towers at most future Loop Global launch events.

Instructional Guides and Technical Specs
SolidWorks / Keyshot

For both the stool and tote tower concepts, assembly guides and manufacturing packets were created for TerraCycle to recreate them accurately.

Full Tech Packs not available due to privacy concerns.



Internal Wooden Structure	TerraCycle Inc. / Loop Global Zachary J. Leong
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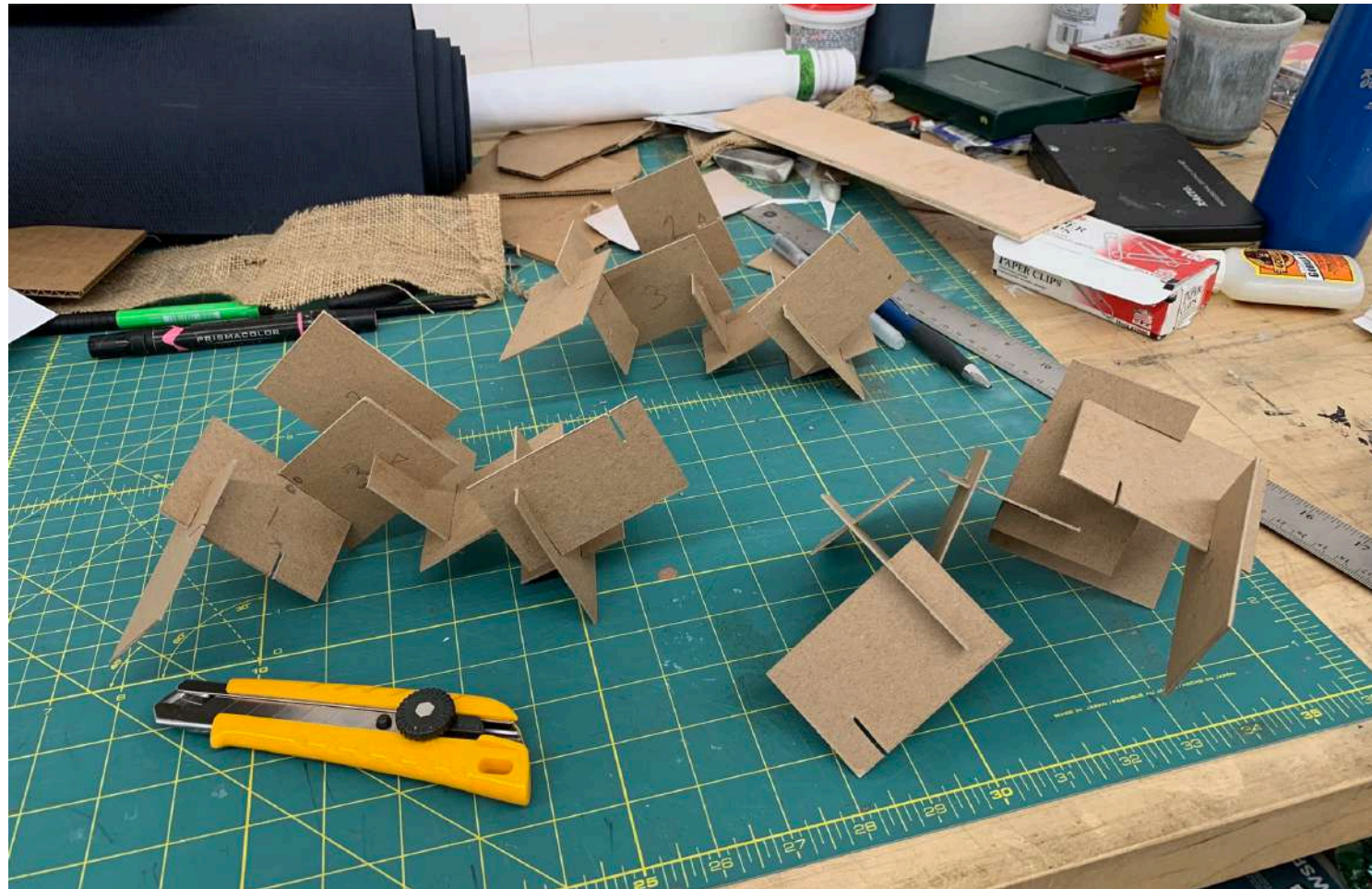
Loop Tote Stool	TerraCycle Inc. / Loop Global Zachary J. Leong
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PIET

Course: Lighting Design with Michael Sarno
Fall 2019

Piet is a large geometric chandelier inspired by Mondrian's Composition. The lighting form follows a more natural style with exposed planes of wood and acrylic.



Initial Inspiration

Ideation

Piet takes the geometric style from Mondrian's *Composition* and creates a similar awe-inspiring pattern for its audience. Chipboard models were designed to test out different configurations as well as to see which modular design worked most efficiently.

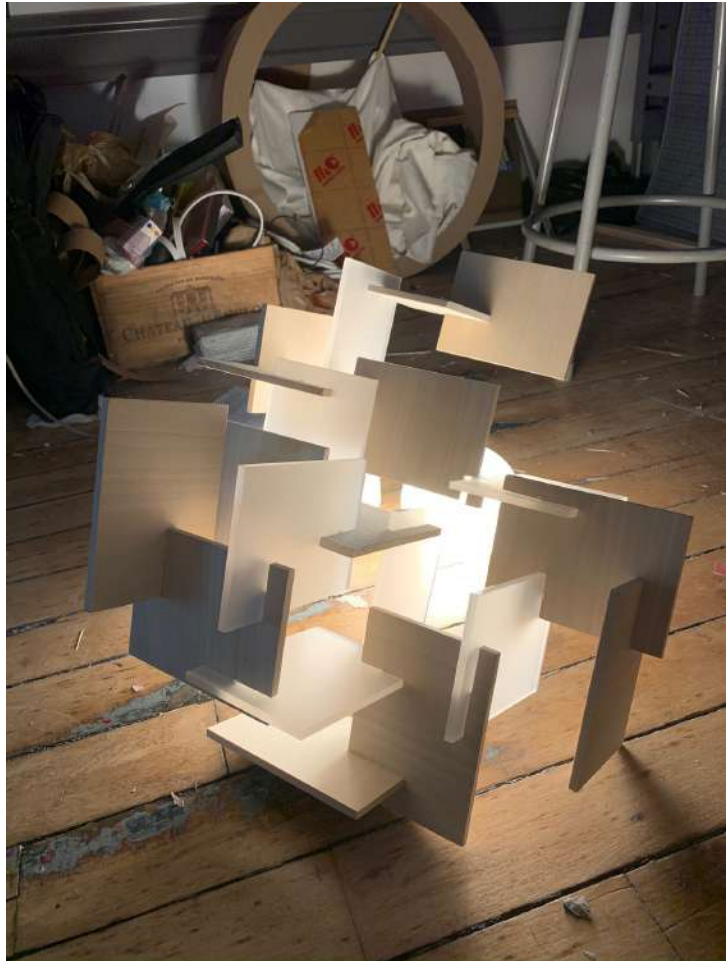


Early Prototypes

Materials: 1/4" MDF, frosted acrylic, birch plywood

Chipboard models progressed to more final materials and thicknesses to account for assembly and visual hierarchy. After finalizing a modular pattern, it was then scaled up to the actual size of the final lighting piece.

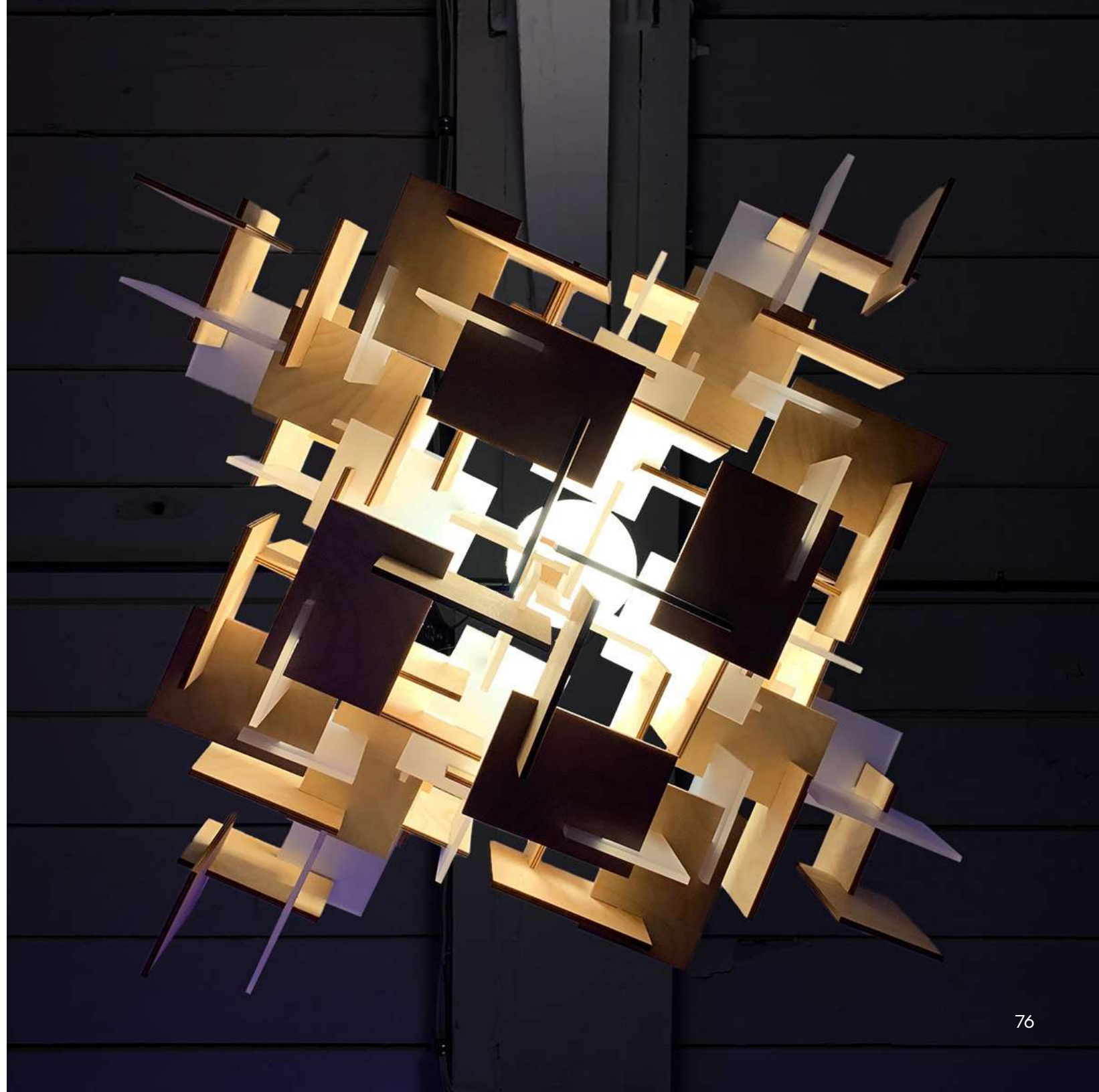


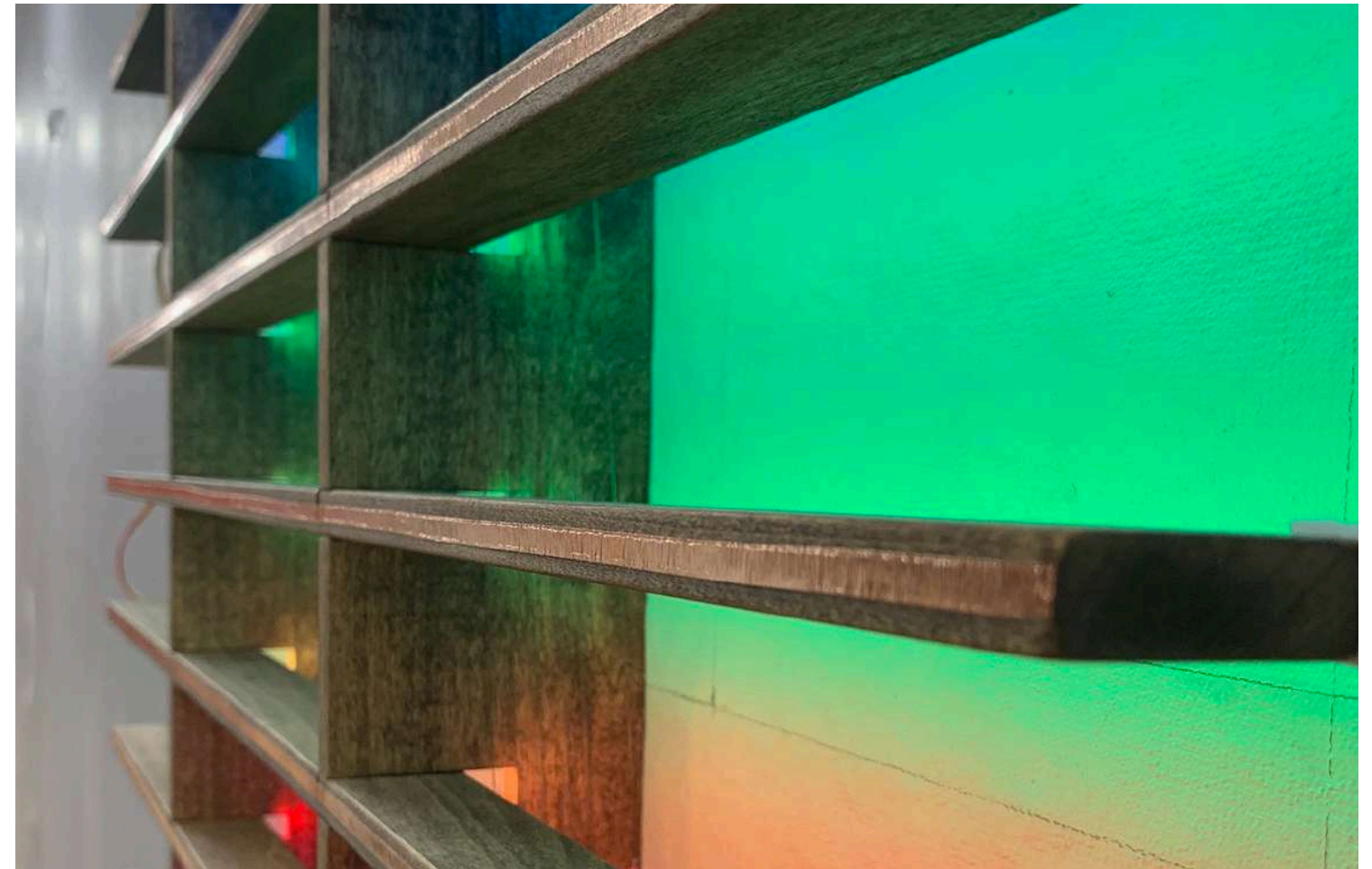


Final Testing

Full-scale model with light source

At this point, only one fourth of the model had been fully built tested for modularity purposes. The final result consists of a three segment design, repeated and rotated five different times to create a quadrant, and lastly repeated four times to complete the structure.

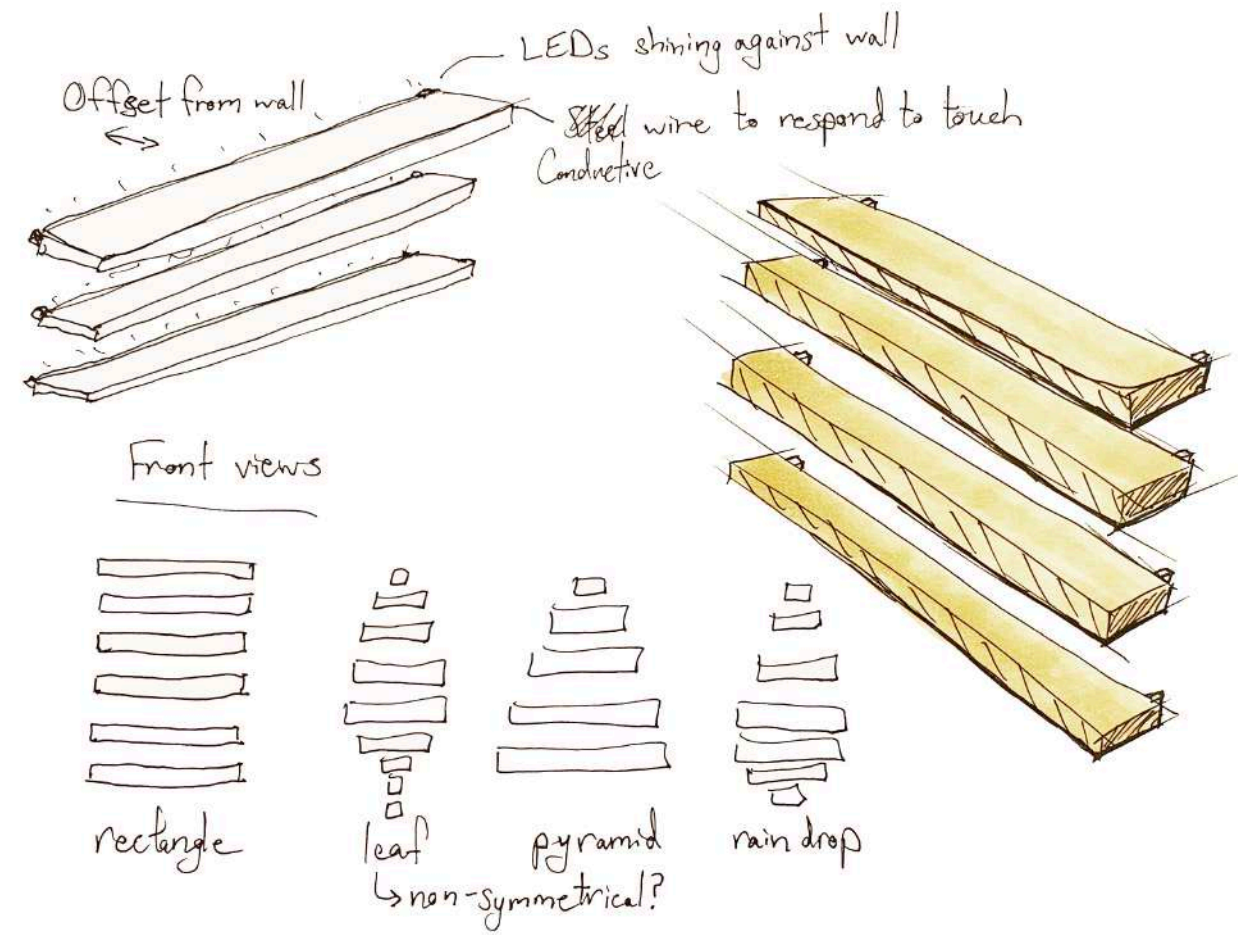




UNTOUCHED

**Course: PIC, Surfaces with
Joseph Morris**
Fall 2019

Untouched is a sculptural lighting piece designed to recreate a mesmerizing effect, analogous to that of Earth's natural world. It invites viewers to interact with the piece through touch, and quickly responds by showing the consequences of said interaction.



Initial Concept

Solid medium

To convey a message related to the urgency of the climate crisis and additionally not distract from it, a simple form and medium were chosen.

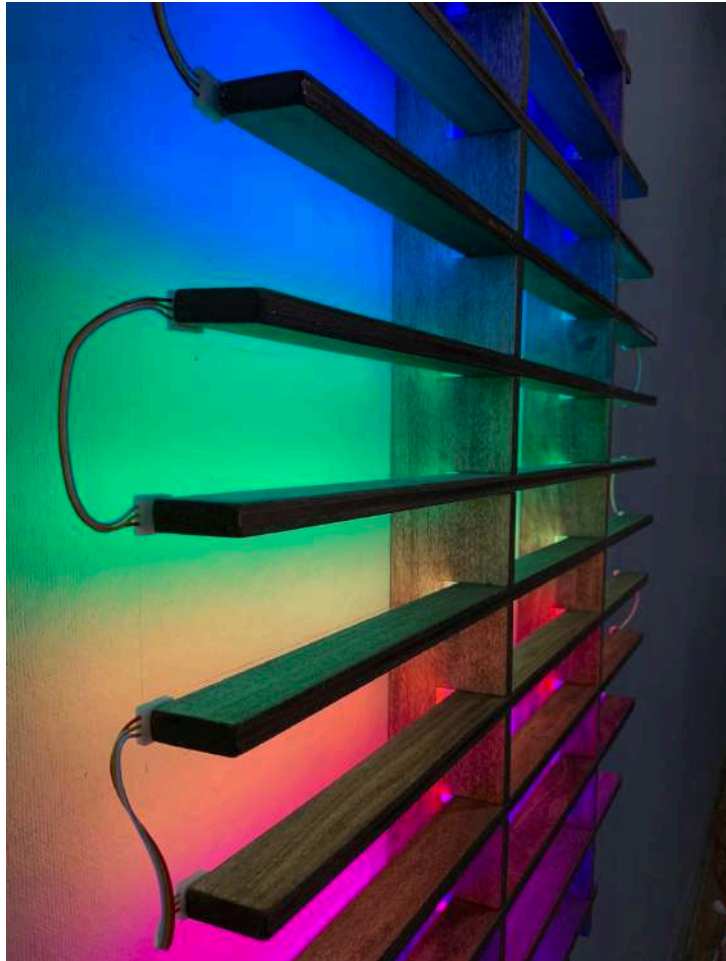


Basic Programming

Arduino

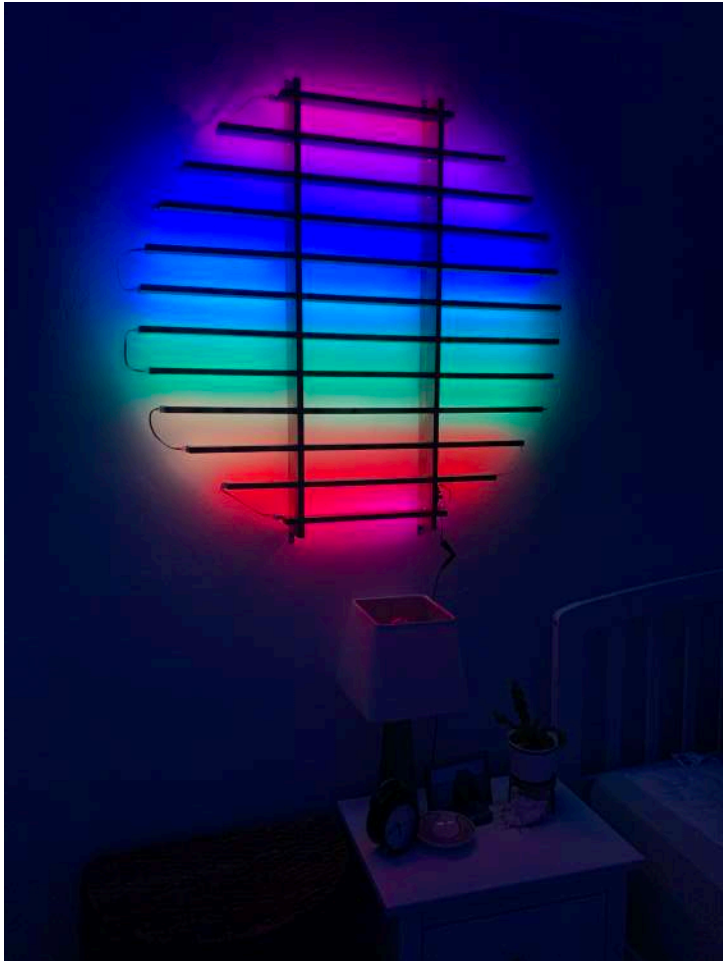
A simple Arduino circuitboard was used to code the LED lights to react to touch stimulation. Copper tape was used as the conductor for the stimuli, intending for viewers to interact with it.





Final Model
Sculptural Lighting

The result of a simple form and coding became a mesmerizing cascade of colors. The LED strips shine a rainbow against the wall, slowly changing and moving its colors in a hypnotizing effect.



Interactive Nature
(reference picture to the right)

The piece invites viewers to interact with it, asking them to engage with *Untouched* and see what happens. When touched, the rainbow quickly disappears while a wave of white washes over the once-beautiful scene, representing the destruction that humankind enacts on our precious Earth.





ROOTED

**Course: Lighting Design with
Michael Sarno**
Fall 2019

Rooted is a wall-mounted lamp
designed to bring nature's forms
into the household through
shadows.



Initial Inspiration

Shadows

Houseplant shadows gave excellent inspiration for creating a lighting effect that grabbed people's attention.

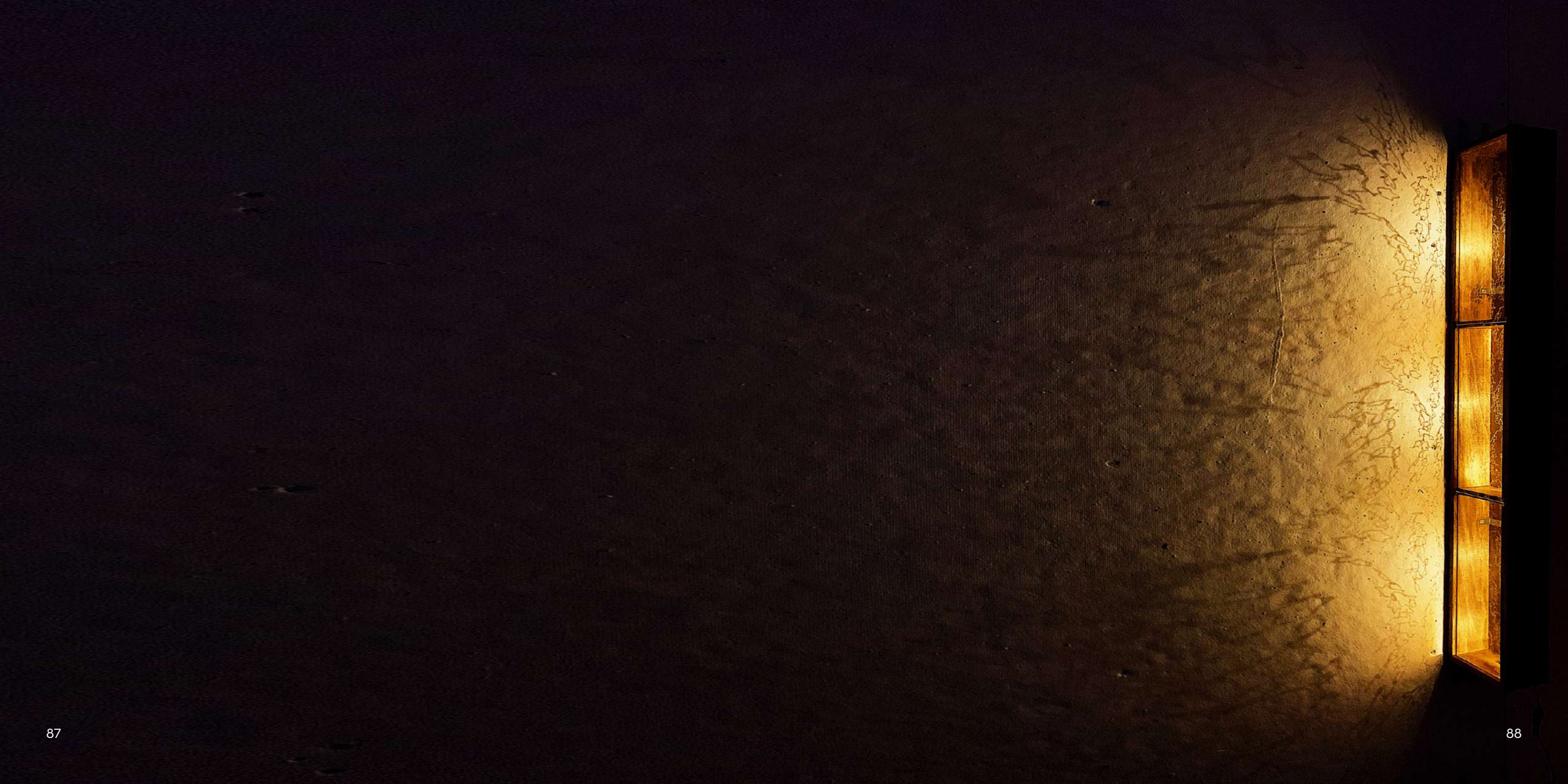


Construction

Materials

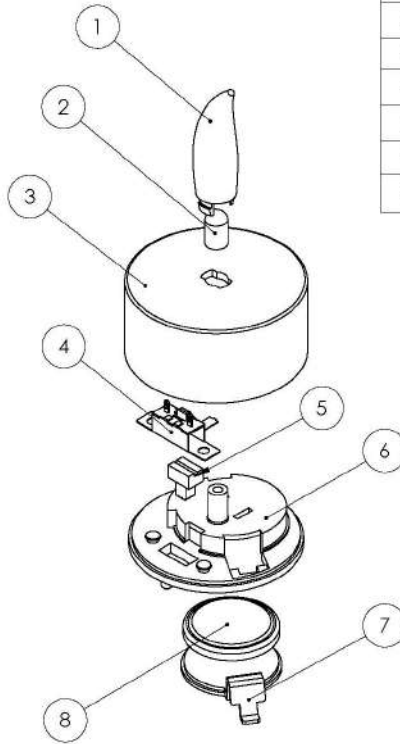
The final prototype consists of a wooden box with three sections, each with an acrylic pane covering one side. The panes each have a laser-etched branchlike pattern that, when combined with the internal LEDs inside the box, create an intricate canvas of shadows across a surface.







TEALIGHT BUILD TECHNICAL PACKET



ITEM NO.	PART NAME	MATERIAL	FINISH	COLOR	QTY.
1	Candle				1
2	LED	Polycarbonate	Smooth	None	1
3	Cover	Polypropylene	None	Opaque White	1
4	Electrical Component				1
5	Switch	Polypropylene	None	Opaque Black	1
6	Interior	Polypropylene	None	Opaque White	1
7	Battery Cover	Polypropylene	None	Opaque White	1
8	Battery	CR2032 Lithium Battery			1

Exploded
Tealight

Zachary
Leong

Scale1:1INCHES1/9

Manufacturing Technical Packet
Fall 2021

Solidworks build with Keyshot rendering modeled after tealight inspection with caliper. Meant to replicate a true manufacturing tech pack for mass production.

[Google Drive link to Tech Pack](#)



CANDLE RENDERING

Keyshot Rendering

Fall 2021

Keyshot rendering modeled after candle inspection with caliper. Actual candle reference above.

THANK YOU

*to all my friends, family, professors
and colleagues that supported
me throughout my journey so
far. I could not have achieved my
success without you.*



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