

Yancheng *Eric* Zhang

Visual Designer

Graphic

UI / UX

Branding

LinkedIn

Mail

Location

Portfolio

Yancheng (Eric) Zhang

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Sydney, Australia

[ericzhang.design](#)

## Summary

### Visual Designer with a Marketing Mindset

I work across graphic design, interface design, and branding. Through placements at two Fortune 500 companies and collaboration with the world's leading automaker, I've honed a sense for aesthetics that not only look good but resonate with audiences. I also tutored Autodesk-authorised undergraduate workshops, helping students build creative design skills.

With dual Master's degrees from Macquarie and the University of Sydney, I bring a strong foundation in creative industries and digital media. My academic journey saw me achieve High Distinctions in all visual design courses and deliver award-winning campaigns.

## Experience

Macquarie Business School

Graphic Designer

Internship · Aug – Nov 2024

Sydney, Australia

- Designed a 28-page internal brochure as a teaching portfolio for the flagship capstone unit. Applied data visualisation and visual storytelling to improve clarity and narrative.
- The final design exceeded expectations and met public-facing standards, resulting in its adoption as a key marketing asset.
- Earned recognition from the Course Director and unit convenors for its visual design, coherence, and professional execution.

JD.com

Graphic Designer

Internship · Jul – Aug 2021

Beijing, China

- Designed 50+ in-app visuals and offline promotional materials tailored for B2B audiences.
- Created ads for clients including Ping An, one of China's top financial groups.

Tencent

Graphic Designer & Marketing Coordinator

Internship · Jun – Aug 2020

Shenzhen, China

- Designed visual materials for League of Legends World Championship 2019 and College Championship 2020, including event props, infographic reports, and internal slides.
- Produced departmental newsletters and executive-facing slide decks.
- Coordinated a team of 130+ student leaders across 1,300+ Chinese universities to collect, manage, and consolidate marketing resources for Tencent's campus network.
- Contributed to the promotion of Tencent E-Sports (book launch), managing creative resources and outreach that generated 500K+ media impressions.

Beijing Normal–Hong Kong Baptist University (BNBU)

Teaching Assistant

Casual · Feb – Jun 2022

Zhuhai, China

- Supported lecture delivery and assisted students in Graphic Communication course, helping them troubleshoot design and software questions.

Graphic Designer

Internship · Sep 2020 – Sep 2021

- Created digital and print assets for campus events at the Four-Point Education Office.

Photoshop Tutor

Casual · Apr 2019 – Jun 2021

- Assisted in teaching Photoshop fundamentals through programs hosted by an Autodesk Authorised Training Centre. Delivered 4 training sessions and 80+ hours of workshops to 240+ undergraduates.
- Simplified complex software toolsets by delivering structured, beginner-friendly content. Consistently received positive feedback from both the instructor and students.

## Education

Macquarie University

2024 – 2025

### MA Creative Industries

Grade: 88 / 100  
Highest Achiever Awards × 6 (out of 8 units),  
Academic Excellence Award

University of Sydney

2022 – 2023

### MA Digital Communication and Culture

Grade: 83.4 / 100  
High Distinctions in all visual design units

Beijing Normal–Hong Kong Baptist University

2018 – 2022

### BA Public Relations and Advertising

Grade: 90 / 100  
First Class Awards, President's Honour Roll,  
Academic Merit Full Tuition Scholarships (2018–2022),  
Faculty Exemplar Final Year Project

Hong Kong Baptist University

2019

### Visual Communication Summer Programme

Grade: 93 / 100

## Toolstack

Photoshop, Illustrator, InDesign,  
Figma, Framer, Midjourney, Premiere Pro,  
Apple Keynote, PowerPoint, Notion

## Awards & Certifications

### Official Framer Creator

Verified and endorsed as an official Creator by  
Framer, a leading web design platform.

### Stephen FitzGerald Scholars Program 2024

Nominated by Macquarie University as one of 33 top-performing students nationwide for an Australian Government program fostering Australia–China relations through dialogue with senior political and cultural leaders in Canberra.

### Finalist, Academy Award of Advertising Festival

A national advertising and design award (2021)  
presented by the China Advertising Association.

### Digital Arts Designer Professional Certificate

Autodesk Authorised Training Centre, 2018

## References

Contact available upon request

### Dr Chris Muller

Senior Lecturer, Macquarie University

### James Anderson

Senior Product Design Manager, Macquarie Group