

my philosophy

professional

My education and extensive experience have helped me develop a clear understanding of the importance of both graphic design and writing in effective communication. Any communication product, whether it's a magazine illustration, a Web site, or a business postcard, relies on the cohesive interplay between aesthetics and content to deliver its message to the target audience. This is something I always keep in mind in my work.

reliable

When you place your project in my hands, you can be sure that you will get nothing short of my best. I never take on more projects than I can handle at any one time so as to make sure that I can focus my attention on making your product the best it can be and delivering it to you on time. When we meet to discuss your project, I will give you a clear idea of what you can expect, and then I will try to surpass those expectations.

affordable

I know from experience how much professional design services can cost. Being the son of a small business owner, I also know that many such businesses and organizations cannot afford to hire an expensive design firm, despite the importance of effective collaterals in growing your business. I adhere to the principle that you shouldn't have to be a Fortune 500 company to afford good design. Therefore, I try to provide professional design services at reasonable rates. I keep the scale of my business small, which results in lower overhead costs, and those savings are passed on to my clients.

John Zhu Designs
4407 Dolwick Drive
Durham, NC 27713
(919) 622-1338
john-zhu@john-zhu.com

John Zhu Designs

Graphic design
Web design
Copy editing
Writing



my work

Here are a few samples of my work from a variety of mediums. You can see my complete portfolio and résumé and read about the process through which some of these pieces were produced at my Web site, <http://www.john-zhu.com>.

about me

I am a freelance graphic/Web designer, copy editor, and writer located in Durham, North Carolina. I began my career as a writer and then became a graphic designer, and I have been heavily involved in both crafts throughout my career. I have worked in a wide range of fields, including advertising, publishing, academia, and nonprofits.

what I do

- Advertising design
- Business collateral design (brochures, flyers, postcards, etc.)
- Publication design
- Web site design
- Digital illustrations
- Interactive (Flash) graphics and presentations
- Copy editing
- Writing (with a specialty in journalistic-style news reporting and feature writing)

