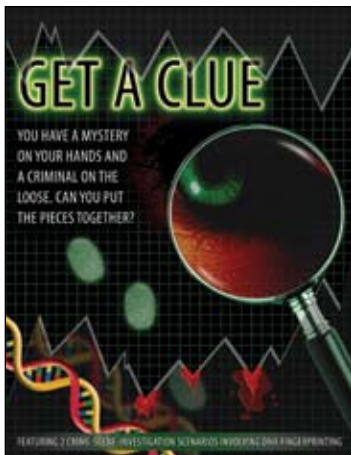




John Zhu Designs

Freelance solutions for design, copy editing, and writing

<http://www.john-zhu.com>



contact information

John Zhu
(919) 622-1338
Best time to call: After 4 p.m.
john-zhu@john-zhu.com

about me

I'm a graphic/Web designer, copy editor, writer, and communications specialist in Durham, North Carolina. I began my career as a writer before getting into graphic design, and I have been heavily involved in both in my career. I have worked in a variety of fields, including advertising, publishing, academia, and nonprofits.



MY STRENGTHS

- Attention to details and commitment to accuracy
- Efficient and comfortable with tight deadlines
- Strong work ethic and a commitment to making my work as good as possible
- Natural curiosity and the strong desire to continually expand my skillset
- Open to advice from others and would not hesitate to do the same for them

skills

- **Programs I am familiar with:** Adobe Creative Suite, Flash, Dreamweaver, QuarkXPress, Freehand, Dimensions, Microsoft Office.
- **Other programs I have used:** Poser, Bryce 3D, Maya, Adobe PageMaker.
- **Web skills:** Proficient in HTML and CSS; some knowledge of PHP and Javascript; significant experience with Plone and WordPress; extensive experience with social media and Web 2.0 applications; blogging regularly since January 2008 (www.john-zhu.com/blog).
- **Other skills:** Can speak and write Mandarin and Cantonese; significant experience in writing and copy editing; thorough knowledge of style guidelines, including AP and Chicago.

education

- **10/2002-8/2004:** Completed graphic design certification program via sessions.edu, an accredited online school of design and new media.
- **5/2001:** Graduated from the University of North Carolina-Chapel Hill with a B.A. in Journalism and Mass Communication (graphic design was part of the curriculum).

accolades

- 2007: Helped Koroberi, Inc. earn a spot among the top 100 business-to-business agencies in the nation as named by Crain's BtoB Magazine, the leading business marketing publication in the United States.
- 2006: Helped The Herald-Sun win the following:
 - Associated Press Sports Editors Special Sections contest (top 10, circulation 40,000-100,000)
- 2004: Helped The Herald-Sun win the following:
 - APSE Best Sunday Sections contest (honorable mention, circulation 40,000-100,000)
 Helped The State win the following:
 - APSE Best Sunday Sections contest (top 10, circulation 100,000-250,000)
 - APSE Best Daily Sections contest (honorable mentions, circulation 100,000-250,000)
- 2003: Helped The Herald-Sun win the following:
 - N.C. Press Association Appearance & Design contest (3rd place, circulation 35,000 & over)
 - APSE Best Special Sections contest (honorable mention, circulation 40,000-100,000)
 - APSE Best Daily Sections contest (honorable mention, 40,000-100,000)



employment history

ASSISTANT DIRECTOR OF COMMUNICATIONS

School of Pharmacy, University of North Carolina-Chapel Hill 3/2007-present

Revamping design of content on School site; working with vendor on and helping oversee the implementation of a new site and a mobile app; advising director on technical aspects of site development and on the implementation of social media and Web 2.0 technology; writing and editing content for the site, including but not limited to faculty features and news releases; providing graphic design support; assisting with public-relations projects.

GRAPHIC DESIGNER

Koroberi, Inc. (business-to-business advertising agency) 8/2006-3/2007

Produced, designed, and conducted preflight checks on business collaterals; handled front-end Web site design.

GRAPHIC DESIGNER

DESTINY Traveling Science Learning Program (UNC-Chapel Hill) 1/2006-8/2006

Handled all of the program's graphic design needs; primary duty was developing graphics and layouts for science curriculum modules.

SPORTS DESIGNER/COPY EDITOR

The Herald-Sun newspaper (Durham, N.C.) 6/2004-12/2005

Served as the lead designer for the sports department; designed pages, created graphics, and edited stories for the sports section, as well as special sections; developed weekly sports feature pages; mentored younger designers.

SPORTS DESIGNER/COPY EDITOR

The State newspaper (Columbia, S.C.) 11/2003-5/2004

Designed pages, created graphics, and edited stories for the sports section and special sections.

SPORTS DESIGNER/COPY EDITOR

The Herald-Sun newspaper (Durham, N.C.) 7/2000-10/2003

Designed pages, created graphics, and edited stories for the sports section; assisted lead designer on special sections; occasionally covered games and wrote sports features.

SPORTS CORRESPONDENT

The Herald-Sun newspaper (Durham, N.C.) 8/1997-7/2000

Covered high school, college and pro sports events; also composed the sports agate page.

references

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links

<http://www.john-zhu.com> — portfolio and resume

<http://www.john-zhu.com/blog> — my general-interest blog

<http://www.twitter.com/jzheel> — my Twitter feed

