



# Katie Zheng

## ACD / Art Director / Artist

**Portfolio:** [www.advertizheng.com](http://www.advertizheng.com)

**Email:** [advertizheng@gmail.com](mailto:advertizheng@gmail.com)

**Phone Number:** 718-866-5975

### Broth

Associate Creative  
Director, Group  
Art Lead, Art Lead  
6/2020 - Current

**Concept & Brand Development:** Created and maintained high quality concepts and brand aesthetics resulting in impactful campaigns and successful client outcomes.

- Led a cross-functional team creating best-in-class graphic design while maintaining brand consistency.
- Delivered impactful pitches of deeply strategic brand plans and bespoke creative campaigns, winning buy-in from executives and clients.

**Digital Design:** Led the development of Element Bioscience's responsive website to launch Aviti, a best-in-class DNA sequencing machine.

- Reimagined the site architecture and UX/UI of the entire 200+ page website, including designing a user-centered resource library from the ground up.
- Created a visual design system and crafted the layout for eye-catching hero pages, featuring long-scroll storytelling elements and innovative transitional animations.

**Production Expertise:** Directed integrated campaign for CSL Behring's World Hemophilia Day by managing client communications and external production vendors to develop print, digital, video, and social materials.

- Created the world's first Cell-fie (augmented reality filter) that was used over 20,000 times within its first week of deployment.

**Agency Leadership:** Spearheaded the adoption of AI-assisted art tools and delivered presentations on developing technologies and social media trends.

### CDM NY

VP Art Supervisor,  
Senior Art Director  
9/2017 - 6/2020

**Experiential Design:** Collaborated with designers and production vendors to develop physical experiences for American Heart Association's medical conventions.

**Leading Innovation:** Leveraged SparkAR to create the American Heart Association's first augmented reality filters for social media.

### H4B Chelsea

Junior Art Director  
9/2015 - 9/2017

**Making Complexity Simple:** Created infographics that distill complicated scientific concepts into easy-to-understand takeaways.

**Creative Strategy:** Designed and pitched tactical ideas for Alcon's Air Optix contact lenses, winning an internal award for creative strategy.

### Competitions & Honors

**Cannes Young Lion:**

- 2nd place winner in the 2023 Cannes Young Lions digital strategy category.
- Top 10 finalist out of 900+ submissions worldwide in the 2020 Cannes Young Lions Live competition. #1 submission from the U.S.
- Top 5 finalist in the 2019 U.S. Cannes Young Lions digital strategy category.

**Creative Ladder Rising Leader:** Cohort member, advisory council, and mentor.

### Programs & Software

Adobe Creative Suite (Photoshop, Illustrator, InDesign,  
After Effects), Figma, Sketch, SparkAR, Webflow, Keynote,  
Microsoft 365 Suite

### Education

Parsons School of Design  
Bachelor of Fine Arts (2011 - 2015)  
Major in Design and Technology