



# NANCY (YINAN) ZHANG

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 @reallygreatsite

 Savannah, Georgia

## EDUCATION

FASHION MARKETING AND MANAGEMENT BFA  
*Savannah College of Art and Design (SCAD) Savannah, GA*

Expected Graduation: November 2024

GPA: 3.81

Deans List 2021-Current

## ACADEMIC EXPERIENCES

### FASHION PUBLICATIONS - MOZAIK

*Collaborative Project (2024)*

- Project Description: Mozaik Magazine aims to demonstrate the enduring relevance of vintage style in today's fashion by providing a platform for vintage fashion enthusiasts to inspire and create.
- Key Responsibilities: Develop pricing strategy, distribution plan, profitability plan, editorial strategy, and publishing format. Also includes content editing, visual design, photography, and layout.

### PERFUME DESIGN

*Personal Project (2024)*

- Project Description: Designed a perfume series for Diptyque - Oriental Bamboo Shadow. Incorporated the symbolic meaning of bamboo in oriental culture into perfume design.
- Main content: research, perfume making, packaging design, identification of opportunities and potential, and risk assessment.

### WEB 3

*Personal Project (2024)*

- Project Description: Bringing Vivienne Westwood into Web 3
- Main Content: From brand research to in-depth understanding of Web 3, a fashion game called Dream City was designed for Vivienne Westwood. It also includes game content design, marketing activities, and profit-making strategies.



## SKILLS

Sketches & Illustration

Sewing

Adobe Photoshop

Photoshoot

Adobe InDesign

Adobe Illustrator

## SPECIALIZED SKILL

Market Research

Event Planning

Trend Analysis

Creative Design

Project Management

Reporting

## SOFT SKILLS

Time Management

Teamwork

Interpersonal

Communication

## ACCOMPLISHMENT

### STUDENT DESIGN COMPETITION

3rd Place - Student Design Competition (SDC)  
sponsored by Alpaca Owners Association, Inc.  
(AOA)

## LANGAUGES

- Mandarin (Native Speaker)
- English (Fluent)