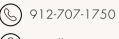
NANCY (YINAN) ZHANG





yinan20020727@gmail.com

@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.

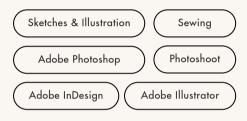
WEB 3

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.

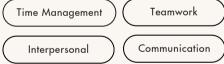


SKILLS



SPECIALIZED SKILL





ACCOMPLISHMENT

STUDENT DESIGN COMPETITION

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

LANGAUGES

- Mandarin (Native Speaker)
- English (Fluent)