

Experience

Oct 2024—Present OpenMind San Francisco, CA	Design Lead Lead design across brand, product, and physical experiences for an AI robotics company, working directly with engineering, product, leadership, and marketing. Built and evolved OpenMind's visual system across product launches, website, campaigns, documentation, presentations, events, packaging, merchandise, and environmental graphics. Designed product experiences for OpenMind's robotics platform, collaborating directly with engineering on information architecture, interaction flows, UI systems, and product QA. Translated complex robotics and AI concepts into visual narratives used across launches, technical communication, sales, partnerships, and company storytelling. Led physical brand experiences across major industry events and activations, coordinating environmental graphics, signage, fabrication, vendors, merchandise, and on-site execution. Established reusable design systems and standards connecting product, brand, and marketing as the company's design needs scaled.
Apr 2024—Jan 2025 CUDIS Los Angeles, CA	Founding Team Designer Worked across brand, product, and digital experiences for an early-stage wearable technology company during a period of rapid growth, collaborating closely with product, engineering, and marketing teams. Developed the brand identity and visual system across web, product, campaigns, social, and launch materials. Designed and prototyped key application and website experiences, translating product requirements into polished user-facing interfaces. Built reusable design systems and components that improved consistency across product and marketing touchpoints.
Aug 2023—Apr 2024 HI-FI Studio San Francisco, CA	Visual Designer Worked as contract designer with early-stage companies on identity, websites, campaigns, and interactive experiences, moving between strategy, visual systems, and production across a range of client projects. Developed brand identities, digital experiences from early concept through final execution. Combined research, typography, visual storytelling, and interaction design to translate business ideas into distinct brand expressions. Collaborated directly with founders and teams to shape creative direction, and launch-ready design systems.
Jan 2022—Present Ziang Design Remote worldwide	Freelance Digital Designer Independent design practice working with startups, organizations, and artists across identity, digital products, campaigns, and cultural/event experiences. Led projects independently from initial conversations and creative direction through design, production, and delivery. Worked directly with founders and collaborators to develop identity systems, websites, product interfaces, event graphics, and campaign assets across technology and cultural clients.

Recognition

Slanted Magazine Apr 2023 - Karlsruhe, Germany Works featured in publication Slanted #47 “Digital Tools”
CCA Thesis Show Apr 2023 - San Francisco, CA Curator; thesis selected for the Graphic Design Department Spotlight, 2023
Exploratorium December 2022 - San Francisco, CA Group exhibition at the Exploratorium Museum “After Dark”

Education

California College of the Arts May 2023 - San Francisco, CA Bachelor of Fine Arts in Graphic Design
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Expertise

Design Brand systems, Art direction, Product UI, Spatial & Environmental design, Campaigns, Motion, Creative technology
Creative Tools Figma, Photoshop, Illustrator, InDesign, TouchDesigner, Glyphs, Processing, Procreate, Premiere
AI & Prototyping Claude Code, Codex, Midjourney, Seedance, ComfyUI
Development HTML, CSS, JavaScript, Python, GitHub
Analog Skills Laser-cutting, vinyl-cutting, electronics, soldering, photography, bookbinding, letterpress

Practices

Creative Coding Interactive graphics, image manipulations, installations and audio visualization
Motion 2D, 3D and experimental motion graphics
Photography Film, digital and experimental
Languages
Fluent in English Native in Mandarin Chinese