

TEACHING HISTORY

Jan 2012 – Mar 2012	University of Cincinnati School of Design <i>Adjunct Instructor</i>	Course: <i>Foundation Design Drawing</i> , foundation course introducing theories, methods, and practices of drawing and design with primary emphasis on classical realist tradition and basic visual design language
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PROFESSIONAL HISTORY

Dec 2013 – present	University of Cincinnati Dept of Marketing & Publications <i>Graphic Designer</i>	<ul style="list-style-type: none">• Conceptualizing, designing, and coordinating production of print and electronic media, including reports, newsletters, brochures, flyers, posters, info graphics, web graphics, digital signage, advertisements, and merchandise• Consulting with project leads, copy writers, and clients to determine creative direction, production timelines, and appropriate budgets• Assisting in the development of bid specifications and working with vendors to coordinate production• Supervising co-op students on creative projects• Taking photographs for different events, and developing expertise with software to digitally enhance images
Jan 2014 – Jun 2014	Live Well Collaborative (LWC) Cincinnati, OH <i>Graphic Designer</i>	<ul style="list-style-type: none">• Provided design support for LWC projects• Maintained and updated LWC website content
Jun 2008 – Jul 2008	Jingren Design Studio Beijing, China <i>Editorial Designer</i>	<ul style="list-style-type: none">• Managed the editorial content, design, and production of publications as directed by Creative Director• Developed concepts and directions, created layouts, designs, illustrations, and pre-press functions of assigned projects

GRADUATE WORK

Apr 2011 – Apr 2012	Kraft Packaging Design LWC <i>Graphic Designer</i>	<ul style="list-style-type: none">• Conducted user interviews and developed personas to discover baby boomers' daily life experience of snacking• Targeted on the sustainability of the product and package design, focusing on the minimization of packaging materials
Jan 2011 – Apr 2011	P&G Oral Care Design LWC <i>Graphic Designer</i>	<ul style="list-style-type: none">• Adopted qualitative research methods to discover customer insights related to oral care product usage• Accomplished secondary researches on oral care health issues and products marketing• Designed new products specialized for baby boomers
Jan 2011 – Apr 2011	Smucker's Packaging Design University of Cincinnati <i>Design Researcher</i>	<ul style="list-style-type: none">• Conducted user interviews and developed personas to discover consumers' experience of sweetened condensed milk (SCM) by Smucker's• Performed secondary researches to explore traditional SCM branding history• Developed concepts as the representation of potential branding directions
Sep 2010 – Jun 2012	University of Cincinnati School of Design <i>Graduate Assistant</i>	<ul style="list-style-type: none">• Strengthened ADHD Project for Cincinnati Children's Hospital Medical Center to develop health education materials for children and families• Designed sample stories for Hygiene Matters project to teach Africans to protect themselves from illnesses and how to get better treatment when sick• Illustrated Biomedical Technician's Assistants curriculum for secondary school graduates in Rwanda to learn how to repair medical devices

Curriculum Vitae

EDUCATION

Aug 2017 – Apr 2019
(expected)

University of Cincinnati
School of Information Technology
Master of Science

Graduate studies focused on social and mobile app development, research methods, human computer interaction and usability, machine learning and data mining

Sep 2010 – Apr 2013

University of Cincinnati
School of Design
Master of Design

Graduate studies related to interdisciplinary design researches, visual studies, basic research, design strategy, corporate branding, interaction design, user experience design, and design methods

Jul 2005 – Aug 2009

Tsinghua University
Academy of Arts and Design
Bachelor of Arts (Honors) in
Graphic Design

Undergraduate studies related to fine arts and visual communication design, including drawing, painting, illustration, color, Chinese traditional art, design languages, typography, packaging design, book and editorial design, and art history

RESEARCH/PUBLICATIONS

2011

Zender, M., Brinkman, W., Hartl, J., Rawe, L., Carpenter-Fearing, M., Shi, G., Stuckey, R., Pang, F., & Han, B. (2011). *Design Collaboration in Medical Research Designing Doctor-Patient Interaction*. Paper presented at IASDR 2011 4th World Conference on Design Research, October 31 - November 4, Delft, Netherlands

2013

Brinkman, W. B., Hartl Majcher, J., Poling, L. M., Shi, G., Zender, M., Sucharew, H., . . . Epstein, J. N. (2013). *Shared decision-making to improve attention-deficit hyperactivity disorder care. Patient Education and Counseling, 93(1), 95-101*. Design works included and acknowledged as co-designer of the project

2015

Zender, M., & Plate, D. K. (2015). *Designing and evaluating a health program in Africa: Hygiene Matters. Visible Language, 49(1/2), 41-60*. Design works included in the article and acknowledged as co-designer of the project

EXHIBITION

Oct 2008

OCT-LOFT Creative Festival 08', Shenzhen, China • *Future Design Elite Projects* is a group exhibition of multimedia designs from selected designers nationally. Demonstrated the project "Relationship" in cooperation with the world-famous Japanese designer, Taku Satoh

Jun 2009

798 Art Zone, Beijing, China • *Tsinghua Graduation Projects* is a group exhibition of graduation projects from the Communication Design program at the Academy of Arts and Design, Tsinghua University

EXPERTISE & SKILLS

Skills

Drawing & Painting • Illustrations • Graphic Design • Typographic Design • Package Design • Design Research • UX/UI Design • Editorial Design • Corporate Branding • Data Mining

Software Tools

(Comfortable with both Windows and Mac OS)

- Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Premiere, Flash
- Corel Painter
- Artrage