



Leo Zhao

IDENTITY | MOTION | PRINT | INTERACTIVE

ABOUT

With 10+ years of experience in graphic design and art direction, I have worked with many agencies, studios, and for a wide variety of clients in many different industries. Building, maintaining, and evolving brands has been the primary focus of my work, with multi-media story-telling being secondary. As both hands-on executioner and leader of creative teams, I apply seasoned skills in conceptualisation, strategic thinking, aesthetic refinement, and effective communication for the maximisation of results. I am currently open to both freelance and full time opportunities: please don't hesitate to get in touch.

WORK

- 2018 **WOMEX – DESIGN:** attracting a new generation of music lovers to the legendary festival/conference with fresh new visual vocabulary
MOVIMIENTO – ID: positioned the journal on culture and lifestyle as the Colombian progressive energy brand
THE GLOBAL ECONOMY AS YOU'VE NEVER SEEN IT – DESIGN+ILLUSTRATION: designed information architecture and info graphics for US version of the best selling book
- 2017 **POP TV – ID+BROADCAST+UI+PRINT:** re-imagined the number 1 television network in Slovenia as a "reciprocal communication" brand with complete network re-design
CARMEL ZOOM – ID+PRINT: logo and packaging design for the debut album of the Berlin based musician/vocalist
- 2016 **BOUTIQUE ELECTRONIQUE/ BOUTIQUE FOUNDATION – ID:** established the electronic music and art collective as the leader of cultural innovation in East Africa
NYEGE NYEGE/ NYEGE NYEGE TAPES – ID+PRINT+WEB: positioned the music festival and recording label in Kampala, Uganda as a powerful international brand
- 2015 **DAILY OLIVE – ID:** moved the Los Angeles based food and cooking brand to the forefront with simple, modern, and endearing logo design
AZGO – ID+PRINT+WEB: created a bold and unforgettable presence for the music festival in Maputo, Mozambique
OUT/HERE RECORDS – PRINT+WEB: created visual impact through artwork for CD and vinyl packaging, promo materials, and website for the record label based in München, Germany
- 2014 **AKWAABA RECORDS – PRINT:** designed CD packaging and marketing materials for the music label based in Accra, Ghana
REC – ID+PRINT: created logo identity, promotional material, and CD packaging for the record label based in New York City, USA
REBOOT.FM – ID: established a strong presence in the cultural sphere of Europe with logo and promotional material for the independent radio station in Berlin, Germany
- 2013 **SKY DEUTSCHLAND – [FULL-TIME] SENIOR DESIGNER:** evolved typography and introduced dynamic visual story telling through on-air graphics, and animation for Sports, Fiction, and News departments of private broadcasting company

2007-2012

During this period the focus of my work was branding and motion design for television and film. My role in each was a combination of branding, marketing, on-air graphics, title/end sequences, user interface design, animation, etc.

ABC: All My Children, The Mole; **AMC:** AMC Celebrates, AMC 25, AMC Classics, AMC Unscripted; **BBC TWO:** Beyond Boundaries; **BRAVO:** First Class, Celebrity Poker, Bravo 360, Tim Gunn, IDS, Flipping Out, Date My Ex, Millionaire Matchmaker; **CBS:** America's Greatest Dog; **CINEMAX:** Network Promo Package 2006; **COLUMBIA PICTURES:** Click; **DISCOVERY:** TLC / Shark Week, Ted Koppel On Iran, Manday, Supper Club, Investigation Discovery, Prototype This, Man Vs. Wild, G-Word, Alaska Week, Smashlab, What Not to Wear, Visual Music, Flip That House, Dirty Jobs; **DISNEY:** Highschool Musical 2, Video Report 2007, Puppy Games; **FACEBOOK:** Facebook Diaries; **OOD NETWORK:** Diners, Drive-ins and Dives, 2006 Fall Promo Package; **FOX / FX NETWORK / FOX MOVIE CHANNEL:** Network Rebrand, Relative Insanity, Secret Millionaire, Dirt, Drive, It's My Party; **GSN:** Annie Duke Takes On The World; **HBO:** John From Cincinnati; **HISTORY CHANNEL:** Network Identity and Rebrand; **LIME:** Network Launch Graphics Package; **MARLBORO:** Wild Wild West Video; **MOBI TV:** Network Promo 2006; **MTV / MTVU:** Drawn To You, Parental Control, My Shot With...; **NBC:** Megan Mullally Show; **OVATION:** Network Identity; **OXYGEN:** Network Promo Package 2006, Pop School; **PBS/PBS KIDS:** Earth Day Special 2006; **REELZ CHANNEL:** Network Launch Identity and Graphics Package; **SCIFI CHANNEL:** Network Rebrand 2008; **SHOP AT HOME:** Solutions Campaign; **SONY PICTURES:** The Covenant, Talladega Nights: The Ballad of Ricky Bobby; **SUNDANCE CHANNEL:** Network Rebrand; **TRAVEL CHANNEL:** Network Rebrand; **WARNER BROTHERS:** Winter 2007 Promo, The Ellen Degeneres Show, The Steve Harvey Show; **WE:** Wife, Mom, Bounty Hunter, John Edward Cross Country, High School Confidential

- 2006 **REDBULL / REDBULL PARK / RBNY – ID+PRINT+WEB:** reinforced and diversified brand image, enriched the visual culture of Redbull and subsidiaries
MS. AMERICA 2006 – ID: moved brand in a more classic direction with a regal logo design for the beauty pageant
MASTERCARD PLASTIC CASH INTERNATIONAL – ID+WEB: promoted brand awareness and participation with a strong visual identity and design for the teen credit card line
DUETSCH INC. – [FULL-TIME] ART DIRECTION: maintained a high level of quality from the creative team and directed successful campaigns for Mitsubishi, Coors, etc.
BOB'S YOUR UNCLE – IDENTITY+WEB+PACKAGE+WEB: winning many clients with memorable and elegant brand design for the broadcast design company
- 2005 **VISA – ID:** improved user response rates and increased efficiency with a system of 7 icons for the corporate and small business lines of services offered by the credit card company
KEMPER – PRODUCT: increased sales with concept development and design for the "Atlantis" and "Type A" lines of snowboards for the sports equipment manufacturer
BODYGLOVE – ID+PACKAGING: added value with innovative and eye catching packaging and identity design for a line of portable mp3 players
RKSGUITARS – ID+WEB: helped established the brand of high end guitars as an industry player with a unique and distinguished visual identity and brand design
- 2004 **SATCHI & SATCHI – ART DIRECTION/ILLUSTRATION:** increased online user engagement with design for interactive games for Toyota/Yahoo cross promotion campaign
VYKARIUS – ID+PRINT+WEB+VIDEO: established the brand as a trusted international gaming production company by building a strong visual identity
HIGHTECHHIGH – WEB: increased enrollment and garnered local media coverage with a slick website for the one of a kind science and technology focused highschool
NEW LINE CINEMA – UI+MOTION: designed user interface, motion graphics and animations for DVD release of the feature film SIMONE
SONY PLAYSTATION – ANIMATION/INTERACTIVE: significantly increased online user engagement with interactive animation and marketing design for the FPS game SOCOM
- 2003 **UNDER THE RADAR – IDENTITY+PRINT:** helped establish the independent music magazine with innovative art direction, fresh and functional visual identity, and unique cover designs
VIVENDI UNIVERSAL GAMES – PRINT+ID: made a splash with sharp retro-modern logo and marketing materials for the game No One Lives Forever 02 and publishing company
TOYOTA.SCIION – IDENTITY: built the core of a major automotive brand with a strong and memorable logo for the new line of cars
DR. MARTENS – PRINT: assisted in the defeat of competitors by repositioning the brand to its British working-class roots with an international campaign
TEVA – ART DIRECTION+PRINT+ID+WEB: facilitated high market performance by reinforcing the brand as the synthesis between nature and technology
- 2000-2002 **DEN [digital entertainment network] – [FULL-TIME] ART DIRECTION:** added crucial value with the creation of many brands and marketing campaigns for the online content provider

EDUCATION

- OTIS COLLEGE OF ART AND DESIGN – BFA:** Design, Painting, Performance, Installation
- ART STUDENTS LEAGUE OF NEW YORK:** Painting, Design, Sculpture, Art history
- RICHLAND COLLEGE:** 3D Design, Illustration
- UNIVERSITY OF NEW MEXICO:** Art history, Painting, Print-making