

MIRANDA ZHANG

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📍 Auckland

A passionate Design and Digital Marketing Assistant with over a year of experience collaborating in teams to design visually compelling media that aligns with brand values. Completed a Bachelor of Design at AUT, majoring in Communication Design in 2025.

Skills

Print and publication design, social media design, branding, packaging design, DSLR photography, video editing, motion graphics, and illustration.

- Proficient in Adobe Creative Suite (InDesign, Illustrator, Photoshop, Premiere Pro, After Effects, Acrobat)
- Microsoft Office Suite (Word, PowerPoint, Excel, PowerBi)

Experience

Design and Digital Marketing Assistant

March 2024 - Present

Real Estate Institute of New Zealand

Collaborated with the marketing team to design marketing materials to enhance brand visibility.

- Produced graphics and photography for social media.
- Designed signage, banners, menus, presentations, and other collateral for events.
- Created layout and visual design for reports, documents and other printed publications.
- Filmed and edited videos for event promotion and announcements.
- Conducted organised market research and produced social media performance reports.
- Assisted in a major rebrand, including redesigning and updating outdated collateral.

Head of Marketing - UoA Dessert Society

2024 - 2025

University of Auckland Club

Led a team of four design and marketing coordinators to discuss and plan a strategy and content for social media. Executed a major branding update and designed new assets.

- Answered queries from club members via social media.
- Filmed, photographed and produced short-form video content from club events.

Social Media Manager - ACG Club

July 2023 - February 2024

Auckland University of Technology

Created a design identity and produced social media posts and videos. Attended formal and informal meetings to discuss and plan club events. Communicated with other executives to improve social media content. Answered queries from members, representing the club.

- Created social media statistic tracking reports
- Photographed club events and edited images on Adobe Bridge and Photoshop

Drink Pourer and Cashier

2023

Eden Park Catering

Processed and delivered food and drink orders using POS software. Clearly communicated with team and managed, monitored and restocked inventory as required.

- Complied with safety regulations and laws
- Communicated and understood expectations
- Provided a smooth experience for customers

Education

Auckland University of Technology

2023 - 2025

Bachelor of Design in Communication Design, Minor in Photography and Animated Drawing

Epsom Girls Grammar School

2018 -

Excellence - NCEA Level 3

2022

Scholar's Award 2022

Excellence - NCEA Level 2

Scholar's Award 2021

Merit Award - Albert-Eden Youth Board Art Showcase

2022

Submitted and presented artwork in a gallery setting.

Visual Arts Committee Member

2021 - 2022

Planned, advertised and executed successful visual arts events, in a team of around 10 members. Helped other students set up their artwork and produced my own work for a gallery show.

Digital Illustration STAR Course - Yoobee Colleges

2021

Planned and produced a digital artwork project using Adobe Photoshop. The artwork was featured on the Yoobee brochure. [Click to view](#)