



Leo Zhao

IDENTITY | MOTION | PRINT | INTERACTIVE

ABOUT

With 10+ years of experience in graphic design and art direction, I have worked extensively with international and local advertising agencies, film and television studios, and a wide variety of freelance clients in many different industry sectors. As both hands-on executioner and leader of small to medium sized teams, I apply the same communication skills, strategic thinking, aesthetic refinement, and attention to detail for projects large and small.

WORK

- 2018 **MOVIMIENTO** – *ID*: logo for a Colombian culture, lifestyle, and politics journal
- THE GLOBAL ECONOMY AS YOU'VE NEVER SEEN IT** – *DESIGN+ILLUSTRATION*: information architecture, info graphics, and illustration for the US version of the best selling book
- 2017 **POP TV** – *ID+BROADCAST+UI+PRINT*: logo redesign, network re-brand, on-air graphics, and national promo campaign for the number 1 television network in Slovenia
- CARMEL ZOOM** – *ID+PRINT*: logo and packaging design for the debut album of the Berlin based musician/vocalist
- 2016 **BOUQUET ELECTRONIQUE/BOUQUET FOUNDATION** – *ID*: logo and design for the electronic music and culture hub and affiliates in Kampala, Uganda
- NYEGE NYEGE/ NYEGE NYEGE TAPES** – *ID+PRINT+WEB*: logos, branding, promo materials, packaging, and web design for the music festival and recording label in Kampala, Uganda
- 2015 **DAILY OLIVE** – *ID*: logo for the Los Angeles based food, cooking, and kitchen appliances brand
- AZGO** – *ID+PRINT+WEB*: logo, branding, illustration, website, packaging, and various promo materials for the 3-day music festival in Maputo, Mozambique
- OUT/HERE RECORDS** – *PRINT+WEB*: CD and vinyl packaging, promo materials, and website for the record label based in München, Germany
- 2014 **AKWAABA RECORDS** – *PRINT*: CD packaging for the music label based in Accra, Ghana
- REC** – *ID+PRINT*: logo, promotional material, and CD packaging for the record label based in New York City, USA
- REBOOT.FM** – *ID*: logo and promotional material for the independent radio station in Berlin, Germany
- 2013 **SKY DEUTSCHLAND** – *[FULL-TIME] SENIOR DESIGNER*: on-air identity, graphics, and animation for Sports, Fiction, and News departments of private broadcasting company

- 2007-2012 During this period the focus of my work was design and motion design for television and film. Projects below are organized by CLIENT: Projects. My role in each is a selection and combination of branding, on-air graphics, user interface design, animation, title/end sequences, station ID, 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; **SCI FI 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+WEB*: logos, graphic environments, print advertising, and packaging for football team, stadium, and a variety of products and events
- MS. AMERICA 2006** – *ID*: logo for the beauty pageant
- MASTERCARD PLASTIC CASH INTERNATIONAL** – *ID+WEB*: logo, press kit, and web design for the credit card line focusing on the teen market
- DUETSCH INC.** – *[FULL-TIME] ART DIRECTION*: on and off-line campaigns for Mitsubishi, Coors, Real California Cheese, and other brands
- 2005 **BOB'S YOUR UNCLE** – *IDENTITY+WEB+PACKAGE+WEB*: logo design for the broadcast design and new media company
- VISA** – *ID*: a system of 7 icons for the corporate and small business lines of services offered by the credit card company
- KEMPER** – *PRODUCT*: designed graphics for the "Atlantis" and "Type A" lines, a total of 11 snowboards
- 2004 **BODYGLOVE** – *ID+PACKAGING*: package and identity for a new line of portable mp3 players
- RKSGUITARS** – *ID+WEB*: logo, visual identity and flash website for the line of high end guitars
- SATCHI & SATCHI** – *ART DIRECTION/ILLUSTRATION*: online interactive games for Toyota/Yahoo cross promotion campaign
- 2003 **VYKARIUS** – *ID+PRINT+WEB+VIDEO*: logo, visual identity, print collateral, website and promo video, for the international video game company
- HIGHTECHHIGH** – *WEB*: flash/HTML website for the one of a kind highschool
- NEW LINE CINEMA** – *UI-MOTION*: identity, user interface, motion graphics and animations for DVD of the feature film S1MDNE
- SONY PLAYSTATION** – *ANIMATION/INTERACTIVE*: flash animation and online advertising for the game SOCOM
- 2000-2002 **UNDER THE RADAR** – *IDENTITY+PRINT*: logo, visual identity, cover design, publishing, art direction, advertising
- VIVENDI UNIVERSAL GAMES** – *PRINT+ID*: brochures for the game publisher and logo for the game No One Lives Forever 02
- TOYOTA.SCION** – *IDENTITY*: worked on logos and identity systems for the new brand of street cars
- DR. MARTENS** – *PRINT*: brochures, print and advertising materials for the shoe company
- TEVA** – *ART DIRECTION+PRINT+ID+WEB*: posters, brochures, catalogs as well as logos, hang tags, and web environments
- DEN [digital entertainment network]** – *[FULL-TIME] ART DIRECTION*: brand development and advertising, managed all creative work in a wide range of media

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

REFERENCES

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