



Leo Zhao

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IDENTITY / MOTION / PRINT / INTERACTIVE

ABOUT

I have designed and art directed for 10+ years, for clients big and small, in a wide variety of media. As both hands-on designer and leader of small to medium sized teams, i realized successful national and international campaigns in a variety of industries including entertainment, technology, and music. My main focus is building and evolving brands, communicating its core message using any means necessary. With a degree in Fine Arts, an extensive background in drawing and painting, and an active interest in critical theory and pop culture, I feel comfortable with both detailed craftsmanship as well as big concepts.

WORK

2012-2013

SKY DEUTSCHLAND / ID+MOTION_ on-air identity, graphics, and animation for Sports, Fiction, and News departments of private broadcasting company.

2010-2011

OUT/HERE RECORDS / PRINT+WEB_ CD and vinyl packaging, promotional materials, and website for the record label based in München, Germany.

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.

2006-2009

During this period the focus of my work was graphic + motion design for television and film. Projects below are organized by **CLIENT** / Show or Film; my role in each is a combination of identity design, on-air branding (lower 3rds, station IDs, bumpers), style frames for title/end sequences, etc, or all of the above.

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 /// **FOOD 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 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

2007

REDBULL / REDBULL PARK / RBNY / ID+WEB: logos, graphic environments, print advertising, and packaging for football team, stadium, and a variety of events, products, and sub-brands.

PEPSI / WEB: web design for Pepsi Global Music Initiative and events sponsorship main hub.

OAKLEY / ID: logo for the high technology eye wear brand.

COMEDY CENTRAL / WINDY CITY HEAT / WEB: web design for the hit TV series, feature film, and DVD release.

2006

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+WEB: online campaigns for Mitsubishi, Coors, and Real California Cheese.

BOB'S YOUR UNCLE / IDENTITY+WEB+PACKAGE+WEB: logo design for the broadcast design and new media company.

2005

VISA / ID: a system of 7 icons for the corporate and small business lines of services offered by the credit card company.

KEMPER / BOARD GRAPHICS: designed graphics for the "Atlantis" and "Type A" lines, a total of 11 snowboards.

BODYGLOVE / ID+PACKAGING: package and identity for a new line of portable mp3 players.

2004

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.

VYKARIUS / ID+PRINT+WEB+VIDEO: logo, visual identity, print collateral, website and promo video, for the international video game company.

2003

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 S1MONE.

SONY PLAYSTATION / ART DIRECTION+INTERACTIVE: flash animation and online advertising for the game SOCOM.

UNDER THE RADAR / IDENTITY+PRINT: logo, visual identity, cover design, publishing, art direction, advertising.

2000-2002

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.

CARCLUB.COM / WEB+UI: web environments and user interface for the leading e-commerce site.

FOX.COM / [FULL-TIME] WEB: online promotion, advertising and flash websites for various TV shows.

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, worked directly with the Creative Director and CEO.

EDUCATION

OTIS COLLEGE OF ART AND DESIGN / BFA: painting, performance and installation.

ART STUDENTS LEAGUE OF NEW YORK: painting, sculpture, art history.

RICHLAND COLLEGE: 3D design, illustration

UNIVERSITY OF NEW MEXICO: art history, painting, print-making

REFERENCES

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