



SHUXUAN ZHANG

EDUCATION

2019–2024, Edinburgh College of Art, Illustration BA Hons

Elective Course: Film and TV production, Animation, Design play and Games

ABOUT ME

I'm currently a fourth-year student at Edinburgh College of Art. I love combining various media to design works and experiencing the potency of diverse art forms in conveying visual information. Apart from painting, I explore installation design, animation, and performance art. Engaging in group activities, I bring rich creativity and hands-on skills, ultimately contributing to the charity industry. Proficient in crafting visual concepts and representations for diverse audiences, I innovate designs for products, books, and posters. With ample practical experience, I excel in workflow planning to achieve project goals. My passion for artistic exploration will prop me towards my objectives.

NOTABLE PROJECTS

- (June 2022) Logo and title design for Biodiversity website.
- (November 2022) Editorial designs for Edinburgh International Book Festival Communities Program.
- (December 2022) Installation design, calendar design, and merchandising for Red Cubed, a cooperation project about: No period shame & period poverty.
- (January 2023) A series of promotional designs for Bookmarks.
- (April 2023) A collection of film prop designs included book cover and patterns. (2023)
- (November 2023) Illustration designs for XiaoGuanCha tea shop in China.

EXHIBITIONS

- (November 2022) Red Cubed Exhibition at Sculpture Court. The venue promotes a series of installation designs and peripheral sales on the theme of No Period Shame.
- (December 2022) Red Cubed Exhibition at Founders Fair. Selling peripheral designs related to No Period Shame. Collaboration with cross-major students to create an art exchange wall to promote No Period Shame theme.
- (February 2024) Performance Art. In the performance art work 'The Red Space' at Edinburgh College of Art, through interaction with passers-by, the final performance was completed about the stress caused by repetitive work.

WORK EXPERIENCE

- (November 2019) Poster Designer at Art Company.
Poster Design
Slogan Design
Parking Lot Graffiti
- (January 2024) Packaging designer for peach company in China.
Peach packaging design
Individual packaging design
Promotional item design
Poster Design

Accomplishments

- (November 2022) Red Cubed donation to Actionaid, which supports no period shame. Donations from exhibitions and sales help bring more attention to female growth.
- (November 2022) Organised the "Red Cubed" art exhibition.

Skills

- Team Working
Through many exhibitions, performance experiences, and cooperation experiences in school, I became accustomed to working in groups. Reasonable division of labor and active communication are skills that make me progress. I really like the joyful feeling of everyone achieving success together after working in a group.
- Communication
Confident speaker in a variety of situations. Friendly and enjoy interacting with different people or customers.
- Organisation
Able to allocate my time between college and other work. I could handle pressure and finish designs very well.

SKILL

Digital illustration
Hand Drawings
Handmade craft
Visual product development
3D modeling

SOFTWARE

Photoshop
Procreate
Nomad
InDesign
Microsoft Office
Final Cut Pro

LANGUAGE

Chinese (Mandarin)
English

CONTACT

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The Black Mountain

The Black Mountain is animated comics which uses metaphors to show the negative emotions that have been accumulated in people's hearts for a long time.

1080p Animation Link: <https://youtu.be/v1Qa83eonbM>



<https://shuxuanzhang.cargo.site/>



Digital Abandonment

Digital Abandonment is based on social phenomena, and the installation project includes graphic design, 3D printing, and installation art, showcasing the drawbacks brought to people by the digital age.





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Digital Abandonment

Printed Concertinas





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Digital Abandonment

The Final Installation
Materials: 3D print, soil, concertina





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Alice in Wonderland

This picture book's narrative draws inspiration from life's nonsensical occurrences, aiming to echo the theme of madness from "Alice in Wonderland" and reflect it back into the real world. Here, Alice symbolises every individual navigating through life's labyrinthine challenges, ensnared in various forms of madness. The fantastical adventures of fairy tales serve as a mirror to our reality, exposing the madness and absurdity we encounter. Through its peculiar style, the picture book illustrates that many aspects of life may lack definitive answers, emphasising the growth journey within this uncertainty.





Alice in Wonderland

Printed Version
Size: A4
Pages: 24





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Inside The Fridge Photobooks

The fridge is probably the appliance that can tell you the most about the inhabitants. I tell the personal stories of three residents from different cities through the perspective of the fridge. The fridge can reveal personal characteristics and habits. I created three photobooks by combining photography and graphic design.



The Black Stress

Page: 34
Size: 20cm x 20cm

Pink & Orange

Page: 24
Size : 14.7cm x 21cm

Fridge Policeman

Page: 24
Size: A5



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Inside The Fridge Photobooks

Related Single Illustration





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Snails Spring

This is a relaxed and colorful rock painting piece, observing the arrival of spring from the perspective of a snail. It is created using mineral pigments and gold foil for texture.

