




# GEMMA ZHANG

Fuelled by strong coffee and a passion for exceptional creativity, I'm an experienced, award-winning creative director and integrated designer who has worked with a diverse range of clients and renowned brands — including the UK & UAE governments, BlackRock, the Royal Air Force, BBC TV Licence, Volkswagen, Disney, Procter & Gamble, IKEA, Amazon Books, and Macmillan Cancer Support, among many others.

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## SOFTWARE

Adobe Photoshop / Illustrator  
InDesign / Dreamweaver  
After Effects / Premiere Pro  
XD / Sketch App / DaVinci Resolve  
Figma / Blender / Nomad / Murf AI

## EDUCATION

**2011-2014**  
Nottingham Trent University  
BA (Hons) Graphic Design (2:1)










**2009-2011**  
Grimsby Institute  
Art & Design National Diploma  
(Distinction)  
Being awarded the "Best student  
of Graphic/Photography"

**2005-2009**  
Tollbar Academy  
Obtained 12 GCSEs (A\*- C)  
Being awarded Bennett Trophy  
for "Success over adversities"

## LANGUAGE

- English
- Chinese (Mandarin)

## EXPERIENCE

-  **May 2025 - Present**  
Gem Studio, London  
Founder and Creative Director
-  **March 2025 - April 2025**  
BlackRock Plc, London  
Vice President
-  **March 2024 - Feb 2025**  
Preqin Ltd, London  
Senior Creative Designer
-  **Oct 2020 - Jan 2024**  
Various Clients (in advertising, branding,  
asset management and investment)  
Freelance Integrated Designer
-  **July 2018 - Sept 2020**  
Proximity London Ltd, London  
Integrated Digital Designer
-  **March 2017 - June 2018**  
Ayima Ltd, London  
Digital Designer
-  **Sept 2015 - Feb 2017**  
Various Clients (in experiential marketing,  
architecture and advertising)  
Freelance Digital Designer
-  **Nov 2014 - Sept 2015**  
China Design Centre Ltd, London  
PA & Graphic Designer
-  **May 2014 - Feb 2015**  
Exclusively Bespoke Ltd, Leeds  
Artworker