

GEMMA ZHANG



Fuelled by strong coffee and a passion for exceptional creativity, I’m an experienced, award-winning creative director and integrated design lead 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

- Photoshop Expert
- InDesign Expert
- Illustrator Expert
- After Effects Expert
- Premiere Pro Advanced
- Dreamweaver Intermediate
- Adobe XD Expert
- Lovart Expert
- Sketch App Advanced
- Figma Advanced
- Blender Intermediate
- Nomad Intermediate
- Murf AI Expert
- DaVinci Resolve Advanced

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

- Oct 2014 - Present**
Gem Studio, London
Founder and Creative Director
Partnered with clients across the UK and international markets to deliver impactful creative direction and integrated design solutions that strengthened brand identity, enhanced customer experiences and supported business growth.
- March 2025 - April 2025**
BlackRock Plc, London
Vice President
Provided senior creative leadership, delivering branding and digital design solutions across technology teams and dedicated business units within alternative and private markets.
- March 2024 - Feb 2025**
Preqin Ltd, London
Creative Lead Designer
Led design and video direction across the company’s marketing, branding, events, and other key promotional channels.
- Oct 2020 - Jan 2024**
Various Clients (in advertising, branding, asset management and investment)
Freelance Integrated Designer
Worked with award-winning creative agencies across advertising, branding, asset management, and investment sectors, serving clients such as Schroders, AJ Bell, Mastercard, Pepsi, TikTok, Watsons, and Sainsbury’s. My responsibilities included developing and managing brand assets, conceptualising on-season campaigns, designing client pitch presentations, and delivering storyboards and motion design for flagship events.
- July 2018 - Sept 2020**
Proximity London Ltd, London
Integrated Digital Designer
Worked with industry-recognised design teams to deliver multi-channel, award-winning campaigns for brands such as IKEA, Virgin Atlantic, Lloyds Banking Group, Halifax, Volkswagen, and The Economist.
- March 2017 - June 2018**
Ayima Ltd, London
Digital Designer
Worked with an award-winning SEO agency to deliver digital advertisements and motion designs for campaigns such as Macmillan’s Biggest Coffee Morning and Brave the Shave.
- Sept 2015 - Feb 2017**
Various Clients (in experiential marketing, architecture and advertising)
Freelance Digital Designer
Earlier in my freelance career, I had the privilege of collaborating with some of Britain’s top experiential marketing firms on sporting events hosted by the United Arab Emirates, international exhibitions on aircraft, and nationwide armed forces recruitment campaigns.
- Nov 2014 - Sept 2015**
China Design Centre Ltd, London
PA & Graphic Designer
Supported project management, coordinated events, and contributed to graphic design for a Central London gallery, specialising in oriental art and crafts.
- May 2014 - Feb 2015**
Exclusively Bespoke Ltd, Leeds
Artworker
Designed and produced bespoke sports souvenirs for national football teams and museum collections.