





AMY ZHANG

COLOR, MATERIAL & GRAPHIC DESIGNER

CONTACT

-  267-421-1223
-  zhang.amy.h@gmail.com
-  amyhzhang.design
-  Boston, MA

SKILLS

Adobe (Illustrator, Photoshop, InDesign)

Color Design

Material Selection

Keynote

Pattern Design

3D Modeling (Keyshot, Substance Painter, Rhino, Solidworks)

EDUCATION

BFA Industrial Design

RISD

2013-2018

PORTFOLIO

Website: amyhzhang.design

Design Instagram: amyamy_zhangzhang

PROFILE

I am an experienced, hardworking, and dedicated individual with multiple years of CMG experience in performance footwear. Throughout my career, I have developed a robust skill set in color palette creation, ranging colors for new seasons, footwear-specific graphics, material palette creation, and creating collaboration products and colorways for marketing.

WORK EXPERIENCE

Designer 2, Run/ Train FTW (Inline & RCC)

PUMA

2023-Current

- Lead and execute the creation of fresh seasonal stories for regional sell-in products through mood boards, unique color usage, targeted material updates, and account-specific graphics.
- Work with the Creative Direction team and other BUs to negotiate and advocate color for RCC team needs during color palette creation.
- Work with the Senior Designer overseeing the color strategy of different franchises at the beginning of each season.
- Lead seasonal material research and trend presentation and communicate with vendors to develop new materials for account needs.
- Lead the RCC team through seasonal trend research specific to the PNA market to inform proactive concepts.
- Present RCC Design-led seasonal concepts to PLM and Merch teams.
- Work with the sourcing team to develop new seasonal material updates for BU-specific needs.
- Manage material library and update with seasonal and trend-relevant materials.
- Lead exploration of new color, material, and graphic applications on Run/Train Products.
- Work with the Development team to achieve the best application of color and graphics.
- Participate in strike-off review with the Development and Sourcing team.

Designer 1, Run / Train FTW (Inline & RCC)

PUMA





2020-2023

- Worked with PLMs to create seasonal color overviews for Inline offerings.
- Combined market trends and creative direction to create seasonal interest packs (Color, Graphic, Material).
- Worked with designers across BU on collaborations and R/T initiatives, such as #REFORM and Women's Artist Series.
- Participated in seasonal material research and trend presentation and communicated with vendors to develop new materials for BU needs.
- Assisted the senior color designer in creating a color range for the new season.
- Work with the Senior CMG Designer to review seasonal concept packs.

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WORK EXPERIENCE CONT.

Contracted Designer, Run / Train FTW (Inline & RCC)

PUMA 2019-2020

- Assisted Lead Designer in creating color overviews for range and assisted in sample review with PLM and Developers.
- Worked with the Design team to update tech packs for development deadlines.
- Organized seasonal materials from suppliers.