

shirley zhang

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Hi, my name is Shirley Zhang.

I approach design by playfully enhancing everyday life, believing that "function" starts with "fun." I refine concepts that give thought to the touch, the environment, the feeling, and the storytelling through understanding my audience's aesthetic, interests, and needs. Solving problems that deeply consider quality of life allows me to craft joyful and immersive experiences

Education

ArtCenter College of Design, Pasadena, CA

Bachelor of Science in Product Design, Graduated with honors, Sept 2016-Dec 2020

University of California, Berkeley, Berkeley, CA

Master of Design (MDes), Aug 2022-Dec 2023

Experience

Warner Bros. Entertainment, Burbank, CA

Creative, Product Development & Brand Assurance Intern, Jun-Aug 2019

- Produced style guides based on future consumer product trends and retailer's feedback.
- Participated in brainstorming sessions and cooperated with other designers to develop new products of Warner Bros' IP (DC, Looney Tunes, Wizarding World, etc.)
- Connected to licensees to discuss and generate new product ideas and review the submitted product samples to ensure the design language fits the brand.

Blue Note Therapeutics, San Francisco, CA (Remote)

Freelance Designer, July 2021-July 2022

- Provided creative solutions by designing engaging graphics and branded looks for the company's website, presentations, and marketing materials, elevating brand identity and user experience.
- Created visual layouts and illustrations to complete Blue Note's storytelling.

Jazwares LLC, Culver City, CA

Product Design Intern - Pokémon, May-Aug 2023

Associate Product Designer (Contract) - Pokémon, May 2024-May 2025

Product Designer - Pokémon, May 2025-Present

- Lead design and development of licensed Pokémon toy products, including multiple 2", 3" and 6" articulated action figures and stylized plush like Clip-On Pokémon Plush and Pokémon x Squishmallows, from concept through mass production.
- Identify trends and consumer insights to pitch new product ideas and expand the product line with innovative, stylized designs.
- Collaborate with licensors, cross-functional teams, and overseas vendors to ensure brand alignment, manufacturability, and quality across all development stages.

Award

San Francisco Design Week, 2023

Student Category Award - Table Safari

Muse Design Award, 2025

Golden Winner - Ocean Lung

Creative Communication Award, 2025

Professional Category Winner - Ocean Lung

Skills

Product Design
Visual Communication
Sketching
Illustration
3D Modeling
Rapid Prototyping

Graphic Design
Trend Analysis
Project Management
Adobe Illustrator
Adobe Photoshop
Adobe InDesign

Solidworks
Keyshot
Microsoft Office
Blender
Creative Coding(Arduino, Processing, etc.)