

15⁺
EXPERIENCE

Hanhai Zheng

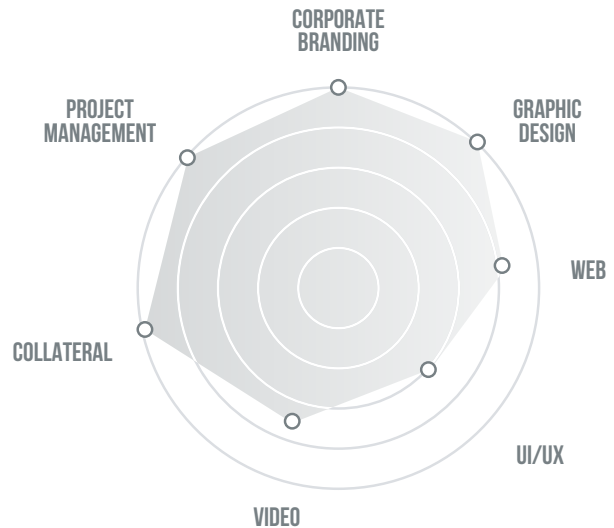
SENIOR BRAND DESIGNER

In-house brand designer with over 15 years' experience (SaaS Software, Telecom and Automotive industries). Broad range of skills including corporate branding, graphic design (digital and print), web design & development, Product UI/UX design, collaterals, motion design, video and sales tools. Extensive experience in managing internal and third party agency projects (Inbound and outbound marketing, SEO, lead nurturing: Marketo, Hubspot, Eloqua...).

zhenghanhai.com



Skills



CORPORATE BRANDING

Brand guidelines, VI, Collatarals, Sales tools.

PROJECT MANAGEMENT

Management of internal projects and third-party agencies and vendors.

GRAPHIC/UI/UX

Adobe CC, C4D, Figama, Sketch.

WEB

CMS (WordPress, Drupal, Joomla), Bootstrap, HTML, CSS.

VIDEO

Adobe After Effects, Adobe Premiere.

DOCUMENT PRODUCTION

InDesign, Microsoft Office.

MARKETING AUTOMATION

Hubspot, Marketo, Eloqua.

Experience

20

TALENTIA SOFTWARE, La Défense, France
Creative Director (January 2020 - Now)

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AIRCALL, Paris, France
Senior Brand Designer (May 2019 - December 2019)

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CERTIGNA GROUPE TESSI, Boulogne, France
Artistic Director (January 2018 - May 2019)

15

INFOVISTA, Massy, France
Creative Manager (April 2015 - December 2017)

12

IPANEMA TECHNOLOGIES, Fontenay aux Roses, France
Creative Manager (January 2012 - April 2015)
Webmaster (December 2009 - December 2011)

07

RENAULT/ASSYSTEM, Montigny le Bretonneux, France
Technical Writer (June 2007 - December 2009)

Education

Masters 1 in Semiotics and Linguistics
(2007 - University of Limoges, France).

Professional Bachelors in Technical Writing
(2006 - University of Limoges, France).

Bachelors in Fashion Design and Management
(2001 to 2005 - Shanxi University of Science and
Technology, China).

Languages

Chinese (native speaker),
French (French citizen),
English (fluent).

Interests

Photography, Music, Badminton, Table tennis,
Reading, Traveling, Cooking.

Z H E N G
hanhai

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