

Yichen (Eric) Zhang

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EDUCATION

MA in Fashion Art Direction

Academy of Art University

San Francisco, CA

May 2025

Courses: Fashion Art Direction Studio, Photo and Video Production, Magazine Printing & Digital Media

Publishing, Fashion Styling, Visual Merchandising & Digital Techniques

BA in Fashion Design

Indiana University Bloomington

Bloomington, IN

May 2023

Awards: "BILL BLASS" Scholarship

Courses: Apparel Industries, Fashion Studio, Brand Management & Advertising, Materials for Fashion Design and Merchandising

KEY PROJECTS

Styling Project

Wilderness Revival

San Francisco, CA

Oct 2024 – Nov 2024

- Conceptualized and directed a 1970s-inspired fashion project, blending retro styles like bell-bottoms and fringe with natural woodland settings to create striking visual contrasts.
- Coordinated photo shoots, managing photographers, stylists, and models to capture the free-spirited essence of the era while maintaining a cohesive creative vision.
- Utilized Adobe Photoshop and Lightroom for post-production, delivering a polished series that celebrated the timeless connection between fashion and nature.

Art Direction Project

A Voyage Through Nature

San Francisco, CA

Jan 2024 - May 2024

- Designed a new season concept for The Broken Arm, overseeing garment and accessory selection and coordinating a cohesive photo shoot production.
- Led the team by managing communication with photographers and brands, scheduling shoots, and ensuring efficient collaboration.
- Utilized Adobe Photoshop and Adobe InDesign to refine project visuals, showcasing advanced design skills and delivering a polished final product.

Fashion Design Project

Fashion Show Collection "Highlight"

Bloomington, IN

Jan 2022 - May 2022

- Designed and produced four "post-apocalyptic survivor" style outfits for the annual Indiana University Fashion Show, transforming conceptual designs into tangible garments.
- Utilized Adobe InDesign and Adobe Illustrator to create detailed digital patterns and employed a sewing machine to craft samples with precision, ensuring a seamless transition from design to product.
- Received official promotion on Indiana University and Eskenazi School of Art, Architecture + Design's social media platforms.

Fashion Design Project

Indiana University "Bicentennial"

Bloomington, IN

Jan 2020 - Feb 2020

- Designed a contemporary streetwear collection celebrating Indiana University's 200-year legacy, blending iconic school colors and materials with bold, urban aesthetics.
- Created innovative pieces such as a cotton shirt with plastic straps and functional buttons, and pants combining cotton, polyester, and corduroy with prominent zippers, reflecting the diversity and energy of campus life.
- Merged IU's timeless traditions with modern streetwear, delivering a collection that honored the university's history while embracing a forward-thinking, individualistic style.

KEY SKILLS

Technical Tools Microsoft Office, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Procreate

Fashion Art Direction Fashion and lifestyle content, visual storytelling, brand identity, creative direction, styling, photoshoot production

Fashion Design Technical design, technical and mechanical drawing, apparel flats, garment construction, fashion trend analysis, trend/mood boards, ideation, fitting, measuring, pattern development, alterations