

FASEN ZHAO

DIGITAL & MULTIMEDIA DESIGNER

Video Production · Motion Design · Web / UX · Brand Systems

London, UK +44 7552 799403 fasen.z.uk@gmail.com fasenzhao.com linkedin.com/in/fasenzhao

PROFESSIONAL SUMMARY

Digital & Multimedia Designer with UK commercial experience across video production, motion graphics, web/UX and brand systems. Produced 90+ commercial videos within 12 months, alongside conversion-focused websites, checkout journeys and scalable digital systems for energy, property-services and technology businesses.

Hands-on across Figma, Adobe Creative Suite, WordPress, SharePoint and AI-assisted creative workflows, owning projects from concept and production through stakeholder review, implementation and publishing.

CORE SKILLS

Digital & Brand Design	Digital Design, Brand Systems, Design Systems, Campaign Design, Social Content, Presentation Design
Video & Motion	Video Production, Filming, Lighting, Video Editing, Motion Graphics, Colour Grading, Storyboarding, Interview Content
Web & UX	Web Design, UX/UI, Landing Pages, Responsive Design, Information Architecture, Customer Journeys, Checkout Flows, A/B Testing
Tools	Figma, Adobe Premiere Pro, After Effects, Photoshop, Illustrator, InDesign, WordPress, Elementor, SharePoint, Claude, HTML & CSS

PROFESSIONAL EXPERIENCE

ECO APPROACH

Feb 2025 – Present | London, UK

Multimedia Specialist — Brand, Digital & Video Production

- Produced 90+ commercial videos within a 12-month period across customer education, interviews, case studies, service explainers, campaigns and social content; owned ideation, filming, lighting, editing, motion graphics, thumbnails and publishing.
- Designed conversion-focused landing pages and customer journeys across multiple property-certification brands, including the complete Nationwide EPC landing page and checkout experience; tested alternative concepts with developers, with successful variants selected for live deployment.
- Produced an EICR campaign video that reached 107,220 YouTube views and generated 814+ watch hours across paid and organic distribution, owning concept, filming, lighting, editing, graphics, thumbnail design and publishing.
- Designed and built an internal SharePoint Net Zero Hub for approximately 150 employees, owning information architecture, UX, visual design, content structure, implementation and testing.
- Created 80+ reusable external customer email templates across Eco Approach group brands, turning recurring communications into branded templates that IT teams can independently update and maintain.
- Built a cross-channel brand system covering presentations, documents, social formats and brand guidelines, and developed an AI-assisted creative workflow using Claude that enables Marketing and IT colleagues to generate consistent branded graphics, animations, video assets, flyers, guides and brochures.

PROFESSIONAL EXPERIENCE (CONTINUED)

FREELANCE

Dec 2023 – Present | London, UK

Brand, Web & Multimedia Designer

- Deliver projects across video editing, filming, web design and brand consultancy for clients in property, energy, hospitality, travel and financial services.
- Design and build responsive websites and landing pages using Figma, WordPress and Elementor, covering information architecture, visual systems and user journeys.
- Produce branded video and photography content from filming through post-production, including editing, colour grading and motion graphics.
- Develop visual identities, digital assets and reusable design systems across web, social and marketing communications.

CYBERCUBE

May 2024 – Nov 2024 | London, UK

Graphic Designer Intern

- Supported CyberCube's visual identity across campaigns, webinars, presentations, reports, social media and events, translating complex cybersecurity topics into clear visual communication.
- Designed campaign graphics, presentation materials, social assets and video thumbnails using Figma, Photoshop, Illustrator and InDesign, with motion graphics produced in After Effects.
- Collaborated with marketing, content and product teams to deliver production-ready digital and print assets across concurrent deadlines.

miHoYo

May 2021 – Oct 2021 | China

User Experience Designer Intern

- Designed and refined website UI and interactive elements in Figma, using competitor analysis, feedback, wireframes and prototypes to improve user flows.
- Collaborated with developers and project managers to align interface concepts with technical requirements and deliver multiple design iterations.

SELECTED COMMERCIAL WORK

Nationwide EPC — Web Design · UX · Checkout Journey

Complete customer-facing landing page and online purchase journey.

Solar Guide Series — Short-form Video · Motion Design

12-part educational video series combining presenter footage, branded graphics and animation.

MEES Guide Series — Long-form Video · Information Design

Three-part, approximately 10-minute-per-episode educational series combining presenter-led explanation and graphic animation.

EDUCATION

The Glasgow School of Art

2022 – 2023 | Scotland

Master of Design — Design Innovation & Interaction Design

Birmingham City University

2018 – 2022 | Birmingham

BSc — Digital Media Technology

CERTIFICATIONS

Google UX Design Specialisation — 2023

Apple Teacher — Swift Playgrounds — 2023–2024

LANGUAGES

Mandarin — Native

English — Fluent