

# JIEYI ZHANG

ART DIRECTOR/FASHION STYLIST



## **EXPERIENCES** **EDUCATION**

Freelance Fashion Stylist  
2020-Current

Fashion Design  
Sept 2020–May 2021  
Pratt Institute, Brooklyn, NY

### **Stylist, BlueFocus x TikTok Shop Trend Advertising Campaign Feb 2025**

Provided wardrobe styling for a trend-driven **TikTok Shop** advertising campaign produced by BlueFocus, sourcing clothing and accessories based on client trend requirements and executing on-set styling adjustments throughout production.

### **Stylist, East Oak Advertising Campaign May 2025**

Styled two model families for a commercial campaign, sourcing wardrobes and creating cohesive looks aligned with the brand's visual direction.

### **Stylist / Hair & Makeup Direction, Portfolio Shoots May 2025 – Jan 2026**

Styled Alex Sebastian, Ryan Song, Mia Loosmann, Eydnan, and Piper Tonne for portfolio development, sourcing wardrobes and overseeing hair and makeup direction to create polished, editorial, and portfolio-ready images.

### **Personal Branding Stylist, Client Portrait Session May 1, 2025**

Led wardrobe styling, outfit coordination, and hair and makeup for a client portrait session focused on personal and professional image building.

### **Agency Collaborations Scout Models — Alex Sebastian Photogenics — Ryan Song**

**Look Model Agency** — Mia Loosmann, Eydnan, Piper Tonne, Addisyn

### **Selected Clients TikTok Shop BlueFocus East Oak**

Bachelor of Fine Art (BFA) Fashion Styling  
Sept 2023–May 2026  
Academy of Art University, San Francisco, CA

## **COURSES TAKEN**

Editorial Styling, Menswear Styling, Product and Prop Styling, Personal Styling, Photo Shoot Production, Makeup and Hair Styling, Sewing, Digital Tools, Photography Fundamentals, Color Theory, Fabrics, AI Production, Fashion figure drawing...

## **COMPUTER SKILLS**

Adobe InDesign, Lightroom, Photoshop, and Illustrator.  
Office Suite: Word, Excel, PowerPoint  
Others: Keynote, Numbers, Pages, Canva, Wix, Squarespace, Openart, Chat GPT, Midjourney, Figma

## **Language**

English: fluent  
Mandarin: mother language

## **REFERENCE**

Banu Reynolds  
Teacher/ Fashion Stylist  
Academy of Art University  
(914) 329 3577

Peiwen Wang  
Fashion Stylist  
Hollywood Celebrity Fashion Stylist  
(628) 202 6109

Luyang Tian  
Commercial Photographer  
Look Model Agency/CEO of Seraphlia LLC  
(415) 886 8877

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