

A stylized, black calligraphic signature consisting of two main strokes. The first stroke is a large, sweeping curve that starts high on the left and ends in a sharp point on the right. The second stroke is a smaller, more intricate shape that overlaps the first, starting from the middle of the first stroke and ending in a rounded, downward-pointing tail.

Zhen Weng

## About me

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# Hi, I'm Zhen

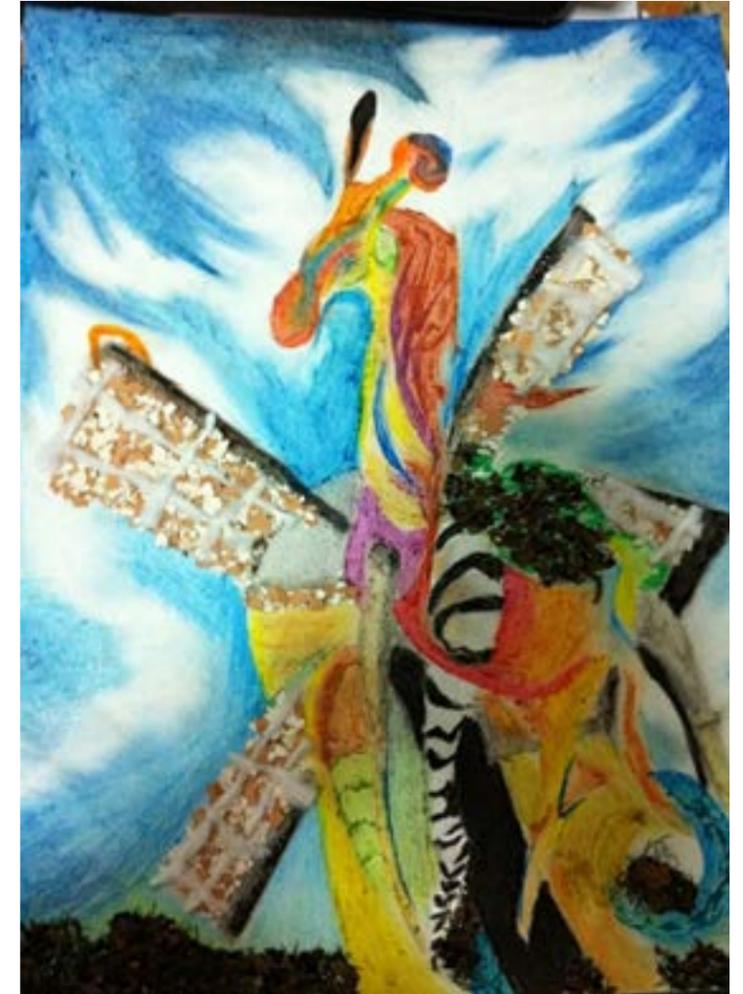
In 2009, I immigrated to the United States with my mother and my sister, and I have lived in New York City for 8 years.

I 'm a quiet and shy person, I usually likes to stay at home, go to library or coffee shop where quiet and comfortable places to me. In free time, she often makes some handicrafts and draws pictures at home. For my works, I would like to get inspirations from life.

## Art projects in high school

A variety of skills are taught while using a wide range of interesting materials to stimulate creativity.

- Sculptures
- Cubism style
- Painting
- Graffiti



Where I am now...

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# A creative graphic designer

Currently, I am a full-time senior student of New York City College of Technology, and major in Communication Design.

**Mission statement:** Zhen is a graphic designer who is passionate about design, without losing creativity, imagination, and personalization.

My strong suits...



Image Editing

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Vanguard Times  
**Weekend**



## Dropping In Supremes Bowl

Skaters skated, and everyone from Amar'e Stoudemire to Petra Collins and James Jebbia celebrated Supreme's new store.

By JON CARAMANICA

In December 2002, the skaters came for Dutch Projects, or maybe it was the other way around. For the exhibition "Session the Bowl," a huge skate bowl was built into the gallery's Wooster Street space, and on the opening night, and for weeks afterward, you could find skaters hanging out and dropping in. They were on the walls, too. The gallery was displaying work by skate-friendly artists like KAWN and Ed Templeton. (A life look over Dutch's Grand Street location around the corner for a complementary installation.)

"It really is a live sculpture," Jeffrey Deitch told The Washington Post at the time, a thoughtful explanation of the crowd acting that wasn't wholly right. "Session the Bowl" was a merger: one-on-one emergent downtown New York scene embracing another, borrowing some of its innocuousness while welcoming street culture into a luxury environment, on terms both could deal with.

By that point, the original Supreme store on Lafayette Street had been open for eight years, and the brand had helped codify the New York skater, tougher and scrappier and with better taste in music than its California brethren.

But a decade and a half later, all the signifiers are now mixed up. Supreme has been woven into the fashion firmament, thanks to a series of shrewd partnerships, both in the high-fashion and streetwear worlds. It recently collaborated with Louis Vuitton on a capsule collection. The Lafayette store has become a tourist attraction and a generator of long lines, requiring high levels of emotional fortitude to navigate. Skating feels ancillary.

And so the bowl that takes up the back half of the new Supreme store in Williamsburg, Brooklyn — which had its opening party on Thursday night — has some of the performative qualities of that Dutch Projects exhibit. (By coincidence, it was built by Steve Badgett, who worked on the Dutch Project bowl.) There is a bowl in Supreme's Los Angeles store, too, but this one looms larger.

Within minutes of the party's start, skaters were feeding out its contents, while non-skaters were taking to the cameras on their phones, to show the world that they were near skaters. The later it got, the more people were squeezed around the bowl's rim, participants and observers in symbiosis.

Down on the floor, Supreme was showing off its latest collections, which include collaborations with the artist Andrei Serzhan, the Italian outerwear specialist Stone Island and the conglomerate Nike. There were things to be had for under \$50, and also for more than \$0 times that.

“I’m not in New York that often, but I’m gonna come here more and skate this bowl.”

Na-Kel Smith  
Wunderkind skater

See Bowl >> Page 4A

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### Pop, Rock and Jazz in NYC This Week

Our guide to pop and rock shows and the best of live jazz.

BY GIOVANNI RUSSONELLO

**ERIC CLAPTON** at Madison Square Garden (Sept. 7-8, 7:30 p.m.). Two years ago, around the time he turned 70, Mr. Clapton announced his intention to retire from touring. He changed his mind this spring, when he played several well-received shows in New York, Los Angeles and London; those went so well that he's performing four more times this month, including at these Garden dates, where he's sure to give fans the blues-guitar satisfaction they crave. With Gary Clark Jr. and Jimmie Vaughan. 866-858-0008. [clapton.com](http://clapton.com)

**ELECTRIC ZOO: THE 6TH HOUR** at Randall's Island Park (Sept. 1-3). For longtime covers, the biggest draw at this year's Electric Zoo Festival is the return to New York of the British DJ's Sasha and John Digweed, whose late-1990s residences at the now-defunct club Twilo are the stuff of dance-floor legend. Other key players at this Labor Day weekend extravaganza include the beloved E.D.M. lord Deadmau5 and the Swedish superstar Eric Prydz. [electriczoo.com](http://electriczoo.com)

**KEVIN MORBY** at Music Hall of Williamsburg (Sept. 7, 9 p.m.). Mr. Morby, a singer-songwriter and guitarist from Kansas City, Kan., has attracted a growing audience in recent years for his

See Pop >> Page 5A

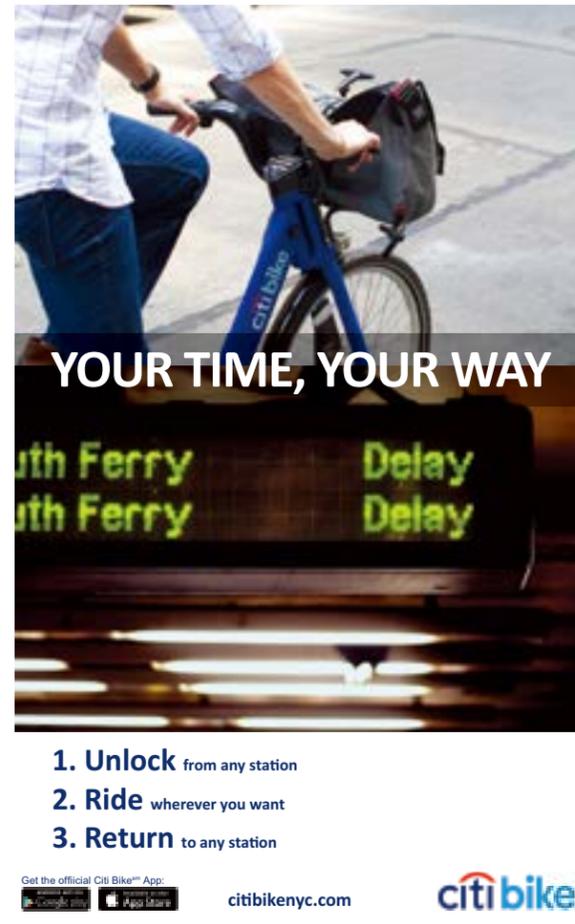
Editorial design

# 01 Advertising

## Citibike

◇ Client: Citibike's bike sharing program

Targeting New Yorkers who desire enjoying simple life but actually caught in traffic jam in traffic in this fastpaced city. In our campaign, we focus on that compare with than other modes of transportation, riding Citi Bike is better for New Yorkers to really take control of their time especially when going crosstown.



Subway station



Bus station

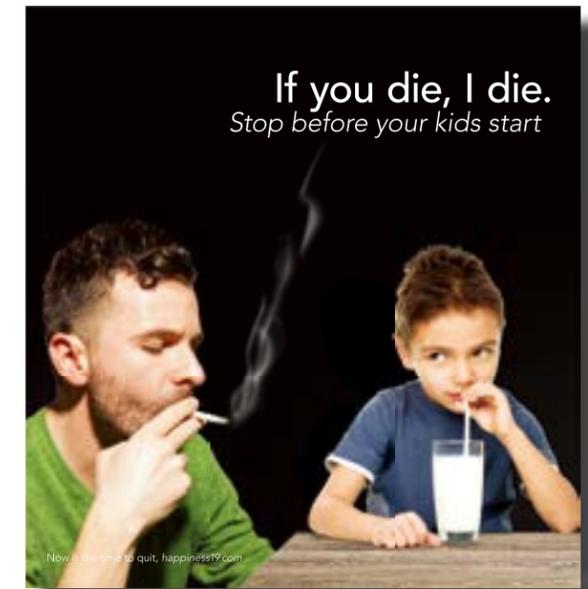


Carrier  
(on the top of taxi)

## Anti smoking

◇ Client: Bunny landen anti smoking

Targeting parents who ride on the transit system would reach a more variety of parents. In our campaign we focus on showing that when the parent smokes so will the child because they imitate what they see. Showing this in the campaign will educate the viewers that smoking has an after effect that does not revolve only around themselves and also their children.



Subway card

Subway squarecard

# O<sub>2</sub> Poster design

## Air pollution

- ◇ Image: Mount Rushmore National Memorial, and first three presidents wear gas masks. Then a woman in solation clothing put on the gas mask for president Lincoln who is sufering because of the air pollution.
- ◇ Call to Action: See more informations at [freshair.org](http://freshair.org).

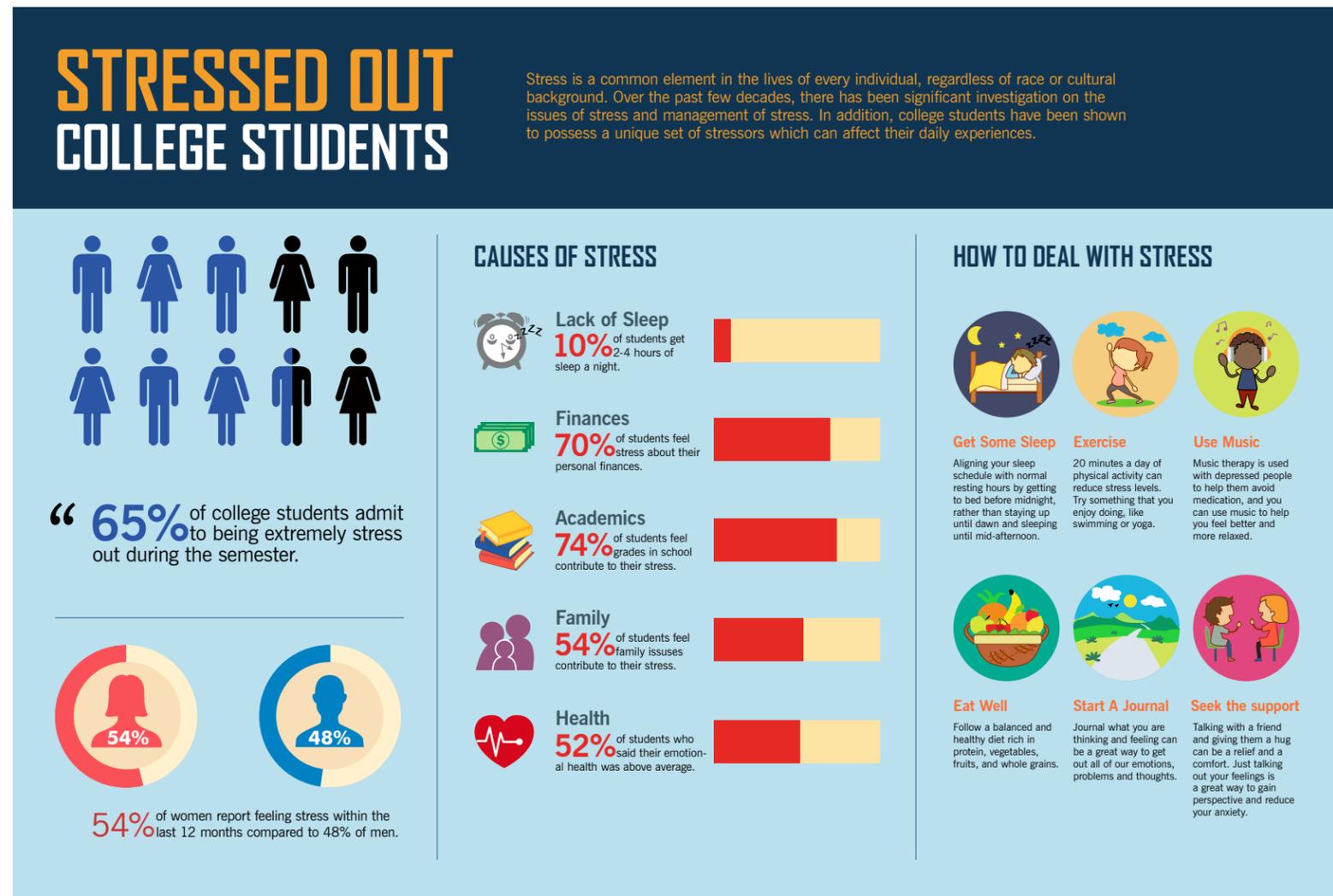


Subway poster

# Stressed out college Students

◇ Target audiences: College students

- Causes of stress
- How to deal with stress



Infographic poster

# 02 Logo design

## Wordmark

The typeface is bold and upright with a graphic icon.

Environmental group



Bank



Pet magazine



Flower shop



Candy



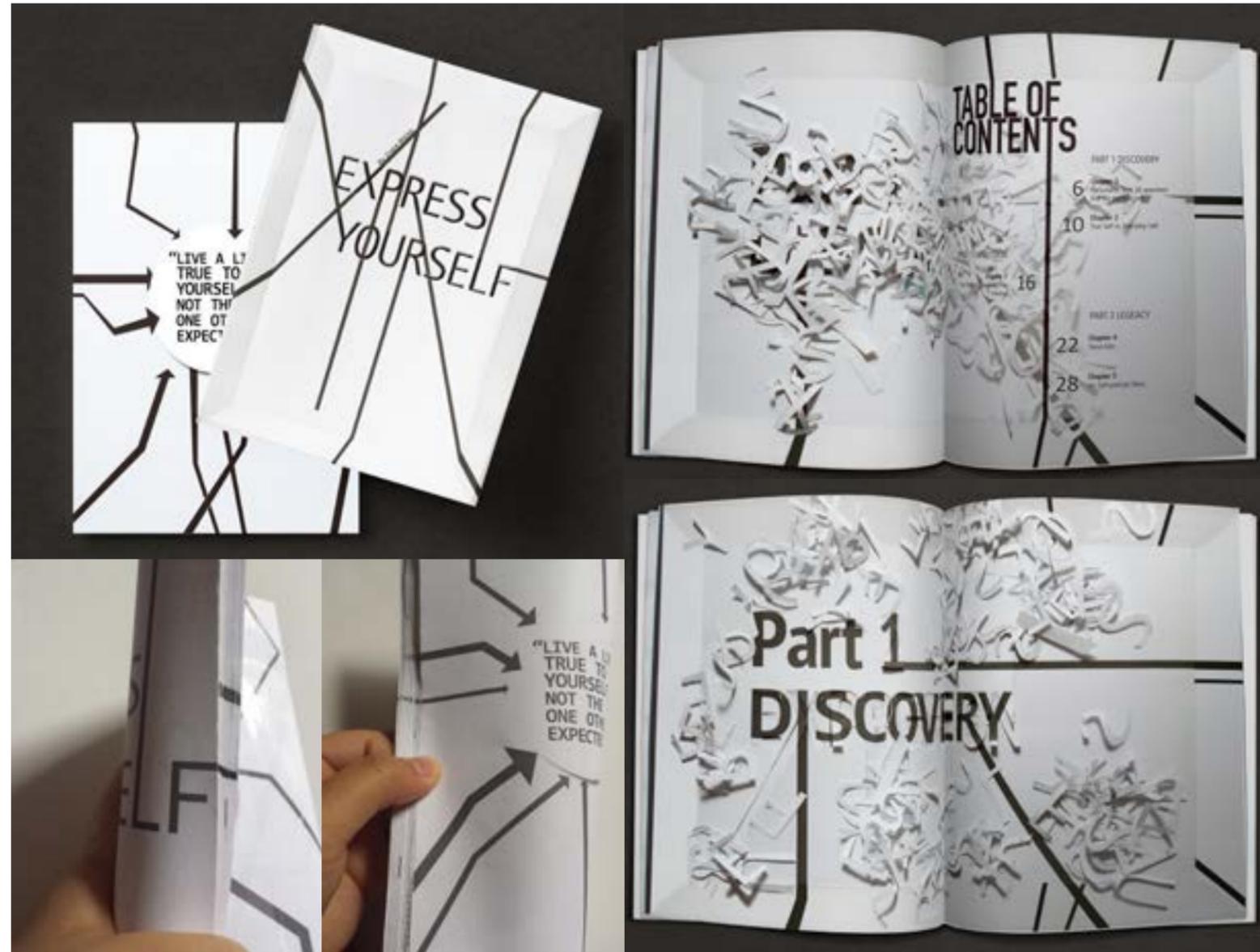
Museum



# 01 Editorial design

## Booklet

- ◇ Theme: Express yourself, true self
- ◇ Statement: Live a life true to myself, instead of the one others expected.



## Magazine

- ◇ Pet magazine
- ◇ Target audiences: Pet owners, and cat & dog lovers



Where I am going...

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## Generalist Studio

I wish to work in the general studio where I can design with different skills and materials from print to web and advertising that involve my creativity and passion for expressing the ideas to audiences.