

PENNY ZHANG

Online portfolio:
<https://pxnnyz.wixsite.com/portfolio>

CONTACT

☎ 0433934822

✉ pspsts.studio.404@gmail.com

📷 @pspstsstudio

Penny Zhang is a Chinese Australian designer who works across various disciplines including ceramics, interaction, illustration, and 3d visualization.

Most of her practices are devoted to improving the well-being of animals, the environment, and gender equality.

EDUCATION

UNSW Art & Design -
Sydney, Australia

Bachelor of Media arts
2019

UNSW Art & Design -
Sydney, Australia

Bachelor of Design (Honours)
Ceramics | UX/UI
2020-2023

UNSW Art & Design -
Sydney, Australia

Master of Design
2024-2025

Mixi Studio (弥熹工作室) -
Jingdezhen, China

*Advanced WheelThrowing 1-on-1
Program*
2025

LANGUAGES

ENGLISH

CHINESE

SHANGHAISE

EXPERIENCES

PSPSTS STUDIO

Sydney, Australia

2022-current

- Founded and operate a ceramics studio specializing in original, handmade artwork.
- Design, create, and sell unique ceramic pieces through online platforms and direct sales.

Social media content creation for Project Marketplace

Sydney, Australia

2023-current

- Created custom illustrations for Instagram posts based on event organizer needs.
- Collaborated with the marketing team to ensure cohesive, on-brand visuals.

TikTok LIVE intern — Global Gift Design & Social Content

Internal transfer from 3D/Motion Design Intern

ByteDance, Sydney, Australia

2025

- Manage and create social content for TikTok LIVE's official mascot account @fullofbeans, developing content strategies to grow Global audience reach and brand visibility
- Grew the account by 30K followers during tenure and achieved the highest view count on the TikTok LIVE official account through a SpongeBob collaboration
- Work closely with Global Gift Design and Product Revenue teams to create visual assets that support new gifting features and monetisation initiatives
- Contributed to the "OOTD" TikTok LIVE gifting feature, supporting visual design and feature presentation
- Designed physical merchandise for TikTok LIVE Fest 2026, including blind box toys and sticker sets.

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EXPERIENCES

TikTok LIVE intern — 3D Motion Design

ByteDance, Sydney, Australia

2025

- Designed and produced 3D digital gifts and visual assets for TikTok LIVE, overseeing the process from concept development to final animation and rendering.
- Created 3D assets using Cinema 4D and other design tools, ensuring consistency with TikTok's brand style and platform requirements.
- Collaborated with cross-functional teams on high-profile partnership campaigns, including projects with Loopy and Identity V (5th Personality).
- Supported the visual refinement and optimization of 3D assets to enhance in-app performance and user engagement.

Graphic Design & Gallery Assistant Intern

Talenty / Off the Ground Studio, Sydney, Australia

2025

- Designed social media and print materials for multiple client brands, improving engagement and visual consistency.
- Supported The Glass Narratives exhibition through brochure design, translation, and installation setup.
- Conducted design research and assisted with branding, content creation, and artist coordination.
- Applied bilingual skills (English/Chinese) to enhance communication and audience outreach.

Technical assistant - Ceramics studio

*University of New South Wales (UNSW) Art & Design
Sydney, Australia*

2024

- Supported studio operations by preparing materials, cleaning tools, and managing studio equipment to ensure continuous availability for student use.
- Responsible for loading and unloading the kiln, monitoring firing schedules, and ensuring optimal conditions for successful ceramic results.
- Provided guidance to students by addressing inquiries and conducting hands-on inductions.

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EXPERIENCES

Technical assistant - Jewellery studio

University of New South Wales (UNSW) Art & Design 2024
Sydney, Australia

- Provided assistance to students and faculty in the jewelry studio, ensuring the safe and efficient use of equipment and materials.
- Ensured adherence to health and safety protocols in the studio environment

Mural artist

Georges river council 2024
Sydney Australia

- Collaborative design from Maria Thaddea, Penny Zhang, and Chenxi (Hilda) Zhang.
- 7-meter-long mural displayed in Hurstville Interchange Park.
- Concept design and responding to the 2024 Chinese new year celebration in Hurstville, Sydney.

Graphic Designer/Photographer

Stencil high-technology clothing, 2019-2023
Sydney, Australia

- Creative advertising content production for social media platforms including catalogs, social media posts, weekly newsletters, and calendars.
- Conceptual videos for websites and social media channels to promote project brands.
- Product photography and image editing for online platforms.

Research assistant

UNSW ADA innovation lab project 2022
Sydney, Australia

- Visualize the academic project in an interdisciplinary context.
- Bring the 2D work into 3D rendering, VR, and AR spaces.

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SKILLS

Adobe Creative Suite (Ps, Id, Lr, Xd, Pr, Ae, etc.)

Digital illustration

nomad

Cinema4D

autodesk Maya

Figma

Capcut

FREELANCE

STYLIST

PHOTOGRAPHER

ILLUSTRATOR

PRIZES & AWARDS

Dean's List, 2024

UNSW Art, Design And Architecture Faculty Prize
2024

it's for your own good, 2023

Nominated by Katherine Moline from University of New South Wales (UNSW) for the 2024 Graduate of the Year Awards (GOTYA)

2024

In My Cat's Dream, 2024

UNSW Art and Design Award winner
2024

it's for your own good, 2023

Frost * Design Prize- Highly Commended
2023

PAST EXHIBITIONS

I'm Not an Apple, But They Told Me I Am—And an Apple Is an Apple,

"UNSW A&D 2025 Annual", UNSW Galleries, Sydney, Australia

Dec, 2025

Traces of an escaping star, 2025

Good space gallery, UNSW, Sydney, Australia

Aug, 2025

Traces of an escaping star, 2025

Good space gallery, UNSW, Sydney, Australia

Jul, 2025

Auspicious Superstition, 2024

Sydney design week, UNSW, Sydney, Australia

Oct, 2024

Auspicious Superstition, 2024

REVIEW. REACT. RESPOND, Gaffa gallery, Sydney, Australia

Oct, 2024

Home, 2024

"Home" exhibition by Project market space, Project 107, Sydney, Australia

Sep, 2024

it's for your own good, 2023

"Luminosity 2024", UNSW, Sydney, Australia

Aug, 2024

it's for your own good, 2023

"International graduate exhibition", Politecnico di Milano School of Design, Milan, Italy

June, 2024

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Adobe Creative Suite (Ps, Id, Lr, Xd, Pr, Ae, etc.)

Digital illustration

nomad

Cinema4D

autodesk Maya

Figma

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2023

PAST EXHIBITIONS

Double happiness, 2024

June, 2024

Co-curator and exhibitor of the show "Double happiness" Haymarket, Sydney, Australia

it's for your own good, 2023

May, 2024

"A fresh perspective", Gallery Lowe and Lee, Sydney, Australia

it's for your own good, 2023

May, 2024

"Liminal Space", Goodspace Gallery, Sydney, Australia

In My Cat's Dream, 2024

May, 2024

"New Visions in Object Design", AD Space, Sydney, Australia

Tatalita, 2024

Feb, 2024

Hurstville 2024 Lunar New Year Festival, Sydney, Australia

it's for your own good, 2023

Dec, 2023

"UNSW A&D 2023 Annual", UNSW Galleries, Sydney, Australia

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MARKETS AND EVENTS



Stall holder (Project Marketspace No.12)

Randwick town hall, Sydney, Australia

Oct,2025

Stall holder (Sydney Ceramics market 2025)

Carriageworks, Sydney, Australia

Oct,2025

Stall holder (Project Marketspace No.11)

Randwick town hall, Sydney, Australia

Aug,2025

Stall holder (SMASH! con 2025)

ICC, Sydney, Australia

Jul,2024

Stall holder (Project Marketspace No.10)

Randwick town hall, Sydney, Australia

June 2025

Stall holder (Project Marketspace No.9)

Randwick town hall, Sydney, Australia

Nov, 2024

Stall holder (Sydney Ceramics market 2024)

Carriageworks, Sydney, Australia

Oct, 2024

Stall holder (SMASH! con 2024)

ICC, Sydney, Australia

Jul, 2024

Stall holder (Project Marketspace No.7)

107 Project, Sydney, Australia

Jul, 2024

Stall holder (Project Marketspace No.5)

107 Project, Sydney, Australia

Mar, 2024

Stall holder (Supanova Comic Con)

Sydney, Australia

Jun, 2023