

Zhenglan Tan (Declan)

Email: zhenglantan@gmail.com

Phone: US (240)-234-6164

China (+86) 18964932697

Portfolio: www.declanart.com

Education

American University

Bachelor of Arts in Graphic Design 2025

Skills

Design & Visual Art

Graphic, editorial, and digital design; 2D/3D art creation; animation and illustration; printmaking and sculpture.

UI/UX & Web

User interface design, prototyping, and user testing; HTML5, Figma, and interactive mockups.

Media & Storytelling

Cross-media branding; video editing (Adobe Premiere); audio production (Ableton Live).

Marketing & Communication

Entertainment marketing; audience research and persona building; community management (Discord, Chinese social media).

Tools & Collaboration

Adobe Creative Suite; Microsoft Office; Slack, Notion, Trello; Windows OS expert.

Languages

Fluent in Mandarin and English; conversational in Japanese and Korean.

Psychology & Soft Skills

Empathic communication, creative direction, cross-cultural teamwork, human-centered thinking.

Professional Experience

Freelance Illustrator & Designer

2022 - Present

- Created custom illustrations for clients, including traditional cultural-themed NFTs.
- Delivered visually compelling designs tailored to client specifications, enhancing brand aesthetics.

Trading Card Business (Weiss Schwarz)

Market Researcher & Marketing Strategist

2021 - Present

Conducted niche market analysis and user segmentation to optimize trading strategies.

Implemented marketing experiments that achieved consistent profits ranging from 1.5x to 100x per transaction.

Trading In-Game Item Business (CS:GO/CS2)

Market Researcher & Marketing Strategist

2016-2021 2025-Present

Conducted niche In-Game Item market analysis and user/market behavior to optimize trading profits.

Professional Gamer

Competitive Rankings (2021, remote)

Ranked #32 in mobile PUBG and Ranked #682 in APEX LEGENDS Season 8.

Applied strategic thinking and quick decision-making skills in high-pressure environments.]

Awards

2025 – Echo Team Building APP, Zhenglan Tan, Ciara Crouth, “Apps Take Off!” panel at 35th Robyn Rafferty Mathias Student Research Conference, American University, Washington DC

Exhibitions

1st Post-00s World Art Exhibition | Jing'an District, Shanghai | 2017
| Curator / Participating Artist

2nd Post-00s World Art Exhibition | Jing'an District, Shanghai | 2018
| Curator / Participating Artist

Performances

Public Charity Singing Performance | Shanghai Grand Stage | 2016

| A Cappella Performance

Rock & Love Charity Performance | 2017 | A Cappella Performance