

John Zhu

Strategic Communication, Design,
Writing, Editing, Web Development

Email johnzhu@johnzhu.com
Portfolio johnzhu.com
LinkedIn linkedin.com/in/zhujohn

career

→ Senior Content Strategist and Design Lead @ Nava PBC, 12/2022–present

- Supervising a 3-person design team and leading UX efforts on part of the digital experience for Healthcare.gov
- Led content strategy on the digital account experience for Medicare.gov
- Played a key design role on a successful bid for a 3-year, \$23 million contract
- Led content strategy for a revamp of the claims experience on Medicare.gov

→ Senior Director of Communications @ Duke University Graduate School, 3/2014–11/2022

- Developed and implemented communications strategy that increased the school's visibility
- Produced, edited, and promoted written and multimedia stories highlighting the value of the school's work
- Oversaw executive communications for the Graduate School dean
- Advised the dean and university leaders on a wide variety of issues as a member of the school's leadership team
- Wrote 3 successful grant proposals (\$3 million total) to fund the University Center of Exemplary Mentoring
- Led the development of the school's 10-year strategic plan
- Built the school's communications operation and social media presence from scratch
- Provided writing, editing, design, photo, and video support
- Served as liaison for media inquiries on topics related to graduate education
- Led 2 major revamps of the school website, significantly improving UX and content
- Built a digital guide that helped graduate students report harassment and discrimination
- Supervised communications interns

→ Assistant Director of Communications @ UNC Eshelman School of Pharmacy, 3/2007–3/2014

- Produced and edited written and multimedia stories on the school's efforts in education, research, and practice
- Co-led the development, redesign, and day-to-day management of the school website
- Developed and implemented communication and content strategies
- Created and managed the school's social media presence and mobile app

→ Graphic Designer @ Koroberi (B2B ad agency), 8/2006–3/2007

- Designed website mockups, ads, posters, packaging, brochures, and other marketing material

→ Graphic Designer @ DESTINY Traveling Science Learning Program, 1/2006–8/2006

- Designed graphics and layouts for high school science curriculum modules, as well as promotional material

→ Lead Sports Designer/Copy Editor @ The Herald-Sun newspaper (Durham, NC), 6/2004–12/2005

- Planned, developed, and managed special projects for the sports department
- Developed daily and special sections, including planning, design, editing, and writing
- Led and mentored a team of designers/copy editors

→ Sports Designer/Copy Editor @ The State newspaper (Columbia, SC), 11/2003–5/2004

- Designed pages, created graphics, and edited stories for the daily sports section and special sections

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career (continued)

- **Sports Designer/Copy Editor @ The Herald-Sun newspaper (Durham, NC), 7/2000–10/2003**
 - Designed pages, created graphics, and edited stories for the daily sports section and special sections
 - Occasionally wrote game stories and sports features
- **Sports Correspondent @ The Herald-Sun newspaper (Durham, NC), 8/1997–7/2000**
 - Covered high school, college, and professional sports events, as well as the 1999 Special Olympics
- **Adjunct Instructor @ University of North Carolina at Chapel Hill, 9/2017–5/2020**
 - Taught 3 semesters of Visual Communication and Multimedia, a graduate-level online course
 - Taught 2 semesters of Digital Writing and Editing, a graduate-level online course
- **Podcaster @ Chinese Lore Podcasts (chineselore.com), 4/2014–present**
 - Producing podcasts that retell classic Chinese novels for English-speaking audiences
- **Freelance designer, editor, and writer 2001–present**
 - Provided freelance services for website development, graphic design, copy editing, and writing

skills

→ SOFTWARE

- Adobe Photoshop, Illustrator, InDesign, Premiere
- Figma
- Mural
- Confluence, Jira
- Various audio and video editing software

→ WEB DEVELOPMENT

- Content, UX, info architecture, taxonomy
- User research
- WordPress, Drupal, Plone
- HTML, CSS, Javascript, PHP
- Google Analytics and Adobe Analytics

→ OTHER SKILLS & EXPERIENCES

- Strategic communication
- Content strategy
- Social media management
- Writing and editing
- Photography and videography
- Science communication
- Data visualization/infographics
- College teaching
- Style guides (particularly AP and Chicago)
- Project management (including Agile certification)
- Podcasting (chineselore.com)
- Native Mandarin and Cantonese speaker

education

- **MA in Digital Communication**, University of North Carolina at Chapel Hill
- **BA in Journalism and Mass Communication**, UNC-Chapel Hill
- **Google UX Design Professional Certificate**, Coursera
- **Certificate in Graphic Design**, Sessions.edu

References available upon request

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writing

Excerpts from Writing Samples

NOW, ALL BIERLICH HAS TO DO to measure a whale is maneuver a small, inflatable boat over swelling Antarctic waters, assemble his drone, launch it from his field partner's hands, fly a moving object over a moving object while standing in a moving object, and land the drone back in his field partner's hands without crashing it into the water, popping the inflatable boat with the drone's propellers, or slicing off anyone's fingers. Piece of cake.

[Ph.D. Students Create A Whale of A Program](#)

ONE AFTER ANOTHER, they took their turn at the mic—seven Duke history Ph.D. graduates, now all established scholars. One after another, they unspooled memories and introspection on how the guest of honor, Julius Scott, had shaped their lives and careers.

[History Alumni Celebrate the Common Wind that Launched Their Careers](#)

STUDYING WHAT HAPPENS in a lemur's gut means having to collect what comes out of that gut, so when Greene is at the DLC these days, she spends most of her time waiting for the Coquerel's sifakas to do their business.

[Greene Finds Her Religion in Lemur Paradise](#)

"I WAKE UP AT 5 O'CLOCK because I'm so eager to meet the day. I've always been like that. Sometimes as a child, I would just lay there and say, 'I want to get up; I want to get up; I want to get up. C'mon morning, come!'"

[Dean Looney Wraps Up A Career that Was Anything but Routine](#)

AS THEIR YELLOW SCHOOL BUS crawled up the Honduran mountain-side, the passengers could see the line from a half mile away.

Outside the walls of a school, more than 400 people had gathered on this early Tuesday morning. Many of them were children. Many of them were suffering from scabies, lice, or neglected wounds. All of them were suffering from a general lack of medical care.

[Help for Honduras](#)

WITH A CHILDHOOD SPENT visiting historical sites and helping Aunt Bonnie in the cheese section, what else would Young be when she grew up if not a food historian?

Actually, for quite a while, she thought she would be bird-watching in Mexico right now.

[History Student Offers Up Food for Thought](#)

THESE WERE THE KIND OF PLACES that had 10-foot-tall book-cases with dusty shelves, collections with endless categories, and stacks of old, unexpected gems—the kind of places he had read about in *The Savage Detectives*, Chilean novelist Roberto Bolaño's work about poets in 1970s Mexico City.

[A Latin American Literary Treasure Hunt](#)

WILLIAM ZAMBONI, PharmD, PhD, had been at the UNC Eshelman School of Pharmacy for barely a week. He didn't have a lab or even a computer yet, but he already had an opportunity knocking on his office door.

[Wiping Out Hazardous Drug Contamination](#)

MANY PARENTS PROUDLY DISPLAY their kids' doodles on the refrigerator, but Yoldas's parents went a step farther. By the time she was 5—her Impressionist phase—they had amassed more than 2,000 of her drawings, and they held an exhibition in a public library.

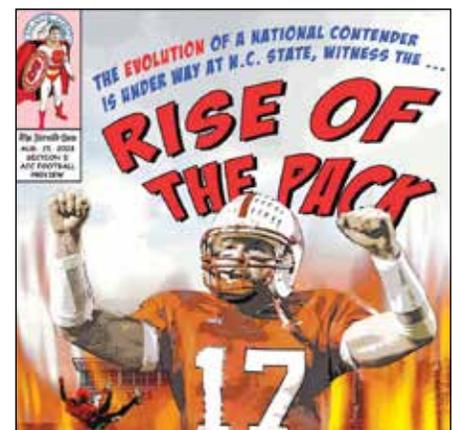
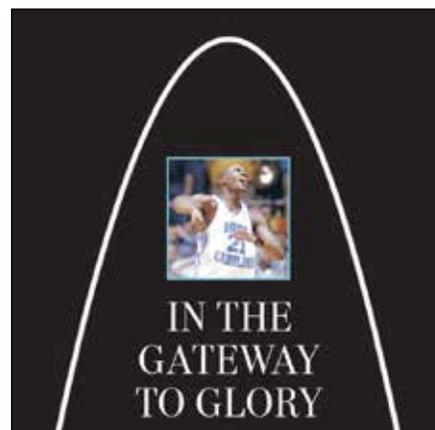
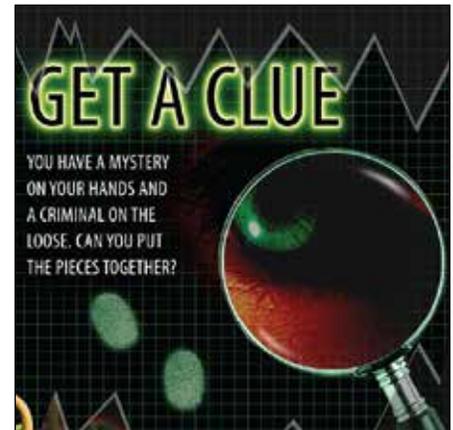
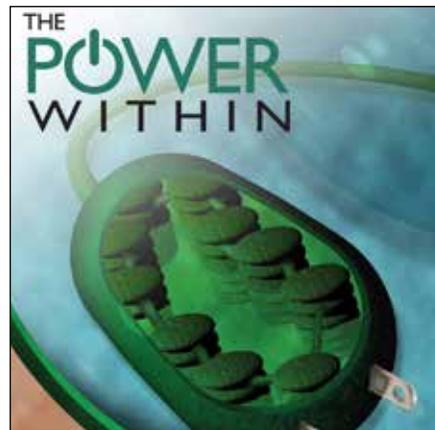
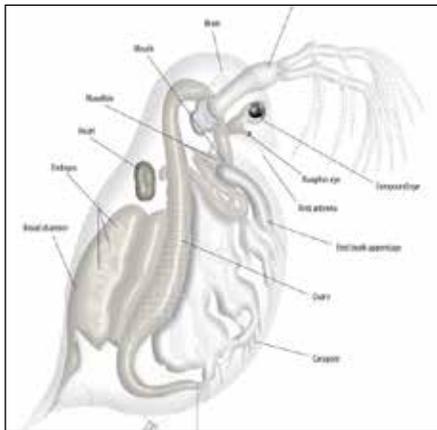
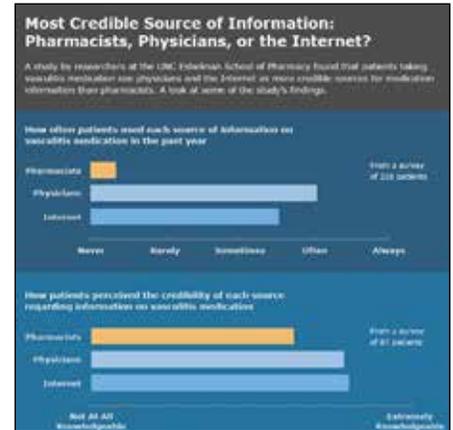
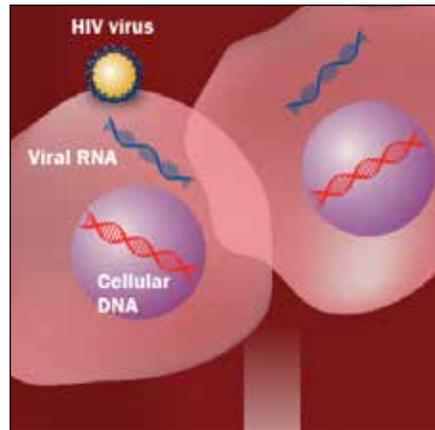
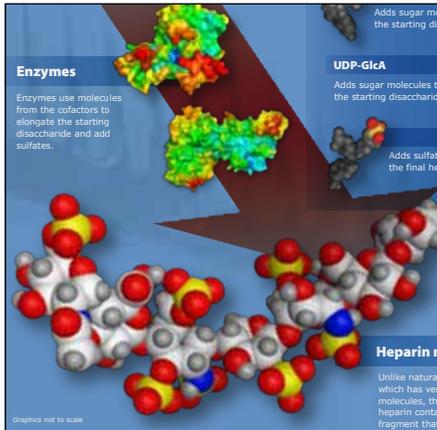
[Ink from the Sky](#)

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design



More on my design work at johnzhu.com/#design

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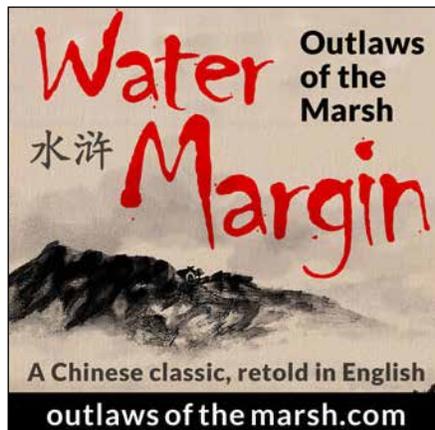
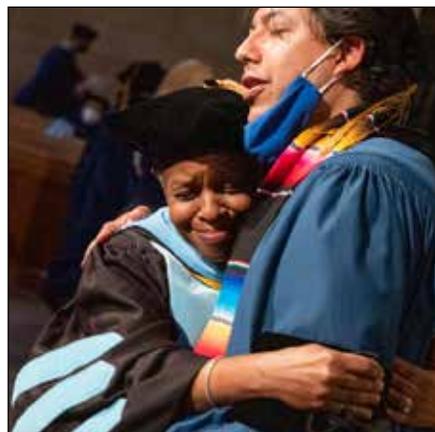
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multimedia



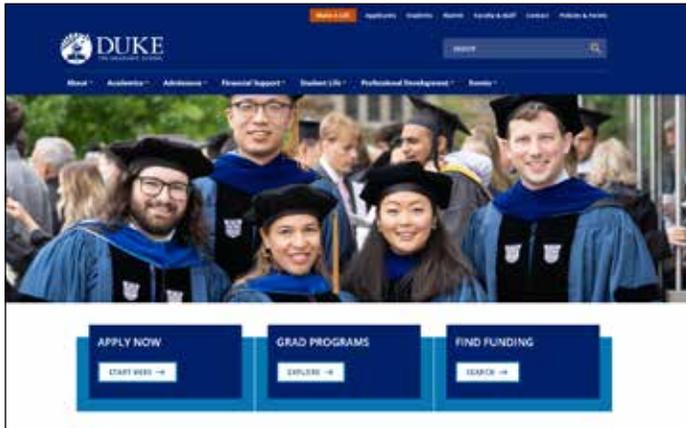
More on my multimedia work at johnzhu.com/#multimedia

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web



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