

# TIFFANY CHENG

GRAPHIC DESIGNER | VISUAL COMMUNICATOR

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912.308.1838

designbycheng.com

## EDUCATION

Savannah College of Art and Design - *Georgia, Savannah*

Bachelor of Fine Arts in Graphic design, 2012-2016

Studied in Hong Kong and Savannah campus

## PROFESSIONAL EXPERIENCE

**Graphic Designer** *San Diego - Sept 2016 - Present*

MJAD ADVERTISING + DESIGN

- Work across a wide variety of digital and print projects
- Design logos, brochures, booklets, posters, websites, e-newsletter
- Manage multiple projects and keep track on time
- Involve in the creation and development of new designs and visual concepts across broad spectrum of styles
- Creating and maintaining graphics to client's precise requirements and brief

**Marketing & Creatives Assistant** *Hong Kong - July-Aug, Dec 2015*

IMAGINDUSTRIES

- Developed event ideas and proposals
- Designed backdrops, published guide book

**Graphic Designer** *Hong Kong - Sept-Nov 2015*

BASF

Responsible for ideation of sportswear design and creation of published book.  
A 10-week collaborative learning course offered by SCAD Hong Kong.

**Freelance Graphic Designer** *Hong Kong - May 2015*

HONG KONG HANDMADE COMMUNITY

Designed various flyers and banners for events.

## CERTIFICATION

**User Interface Design** *September 2017*

## EXPERIENCE

The One Show Competition - *United States - March 2015*

Participated in the Young Ones competition in designing an advertising campaign.

## DESIGN SKILLS

Branding & Identity

Print & Editorial

Typography

Web & Mobile app design

UX/UI Elements & Hierarchy

Wireframing

Prototyping

Principles of Interaction

User Psychology

Creating Design Briefs & Style Guides

## TECHNICAL SKILLS

Adobe Suite

Indesign

Illustrator

Photoshop

After Effects

Sketch

Acrobat

HTML

CSS

Microsoft office Suite

iWork

## LANGUAGE

English

Cantonese

Mandarin

## AWARDS

SCAD Dean's List

2014-2016

Hong Kong Government Bureau

Talent Development Award

2014

SCAD Artists Scholarship

2012-2016