

TIFFANY CHENG

designbycheng.com

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UX/UI DESIGNER

UX/UI designer with extensive experience in design processes from conceptualization to delivery. Lead graphic design projects, collaborate with internal designers and external marketing professionals, and manage the timely production of all deliverables. Keen eye on design principles, especially colors and pixel-perfect.

DESIGN & TECHNICAL 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 Guide

Adobe Suite
Sketch
HTML
CSS
MS Office Suite

PROFESSIONAL EXPERIENCE

MJAD Advertising & Design Graphic Designer

San Diego, CA

09/2016-Present

Hired as a Junior Graphic Designer and quickly promoted to Graphic Designer. Manage the overall creative look and consistency of a wide variety of digital and print projects in the Biotech, Real Estate and Horticulture sectors.

- Lead designer for various digital and print projects, producing creative designs that meet client specific requirements and expectations, brand consistency, creative standards and cost efficiencies.
- Collaborate with internal designers and external marketing professionals, in managing and providing guidance, offering improvements and direction on creative content for various projects.
- Develop and implement unique design concepts for brochures, booklets, posters, websites, logos, e-newsletters, website designs, resulting in improved client's customer base and revenue stream.
- Create layouts and drawings in compliance with established templates provided by clients, as well as applying knowledge and expertise, achieving aesthetically pleasing projects resulting in customer satisfaction and loyalty.

BASF — Graphic Designer

Hong Kong

09/2015-11/2015

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

IMAGINDUSTRIES

Marketing & Creative Assistant

Hong Kong

07/2015-12/2015

- Brainstormed with project manager, graphic designer and developed concepts ideas for Holiday and corporate events that included designing invitation cards and leaflets and presentation proposal for HSBC MPF campaign.
 - Partnered with Graphic Designer in crafting guidebook for Miele and Levi's, showcasing products and ensured accuracy of text and images prior to publishing.
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EDUCATION/AWARDS/CERTIFICATION

Bachelor of Fine Arts (BFA) in Graphic Design

2016

Savannah College of Art and Design (SCAD)

AWARDS — SCAD Dean's List — SCAD Artistic Scholarship

CERTIFICATION

Diploma in Project Management — Alison

2020

User Interface Design — Career Foundry

2017