

TIFFANY CHENG

designbycheng.com

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DESIGN | VISUAL COMMUNICATOR

Highly creative and multi-talented Designer, managing projects from inception through conceptualization to final production. Skilled at creative design layout, copy fitting, typography and photo manipulation as well as organizational and editorial problem-solving skills and accustomed to surpassing expectation in deadline-driven environment.

DESIGN & TECHNICAL SKILLS

Branding & Identity
Print & Editorial
Typography
Web & Mobile App Design
UX/UI Elements & Hierarchy

Wireframing
Prototyping
Principles of Interaction
Figma
Celtra

Adobe Suite
HTML
CSS
MS Office Suite

PROFESSIONAL EXPERIENCE

AMOBEE

Interactive Designer

San Diego, CA

01/2022-Present

- Formulate creative and innovative ideas in collaboration with account managers to sell custom rich media units, connected-TV
- Create and produce custom templates/prototypes on cross-platform multimedia that demonstrates behaviors for interactive concepts
- Generated 10% more in product sales through strategic design of email and social media marketing
- Manage accounts of high-profile companies, including Hello Fresh, Walt Disney Company, Carl's Jr., Taylor Made, etc.

MJAD Advertising & Design

Graphic Designer

San Diego, CA

09/2016-01/2022

Managed the overall creative look and consistency of a wide variety of digital and print projects in the Biotech, Real Estate and Horticulture sectors.

- Led designer for various digital and print projects, producing creative designs that meet client specific requirements and expectations, brand consistency, creative standards and cost efficiencies.
- Collaborated with internal designers and external marketing professionals, in managing and providing guidance, offering improvements and direction on creative content for various projects.
- Developed and implemented unique design concepts for brochures, booklets, posters, websites, logos, e-newsletters, website designs, resulting in improved client's customer base and revenue stream.

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.

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

Project Management — eCornell, Cornell University

2020

User Interface Design — Career Foundry

2017