cheng

Christina Cheng • creative direction
contact@christina-cheng.com

education

Otis College of Art & Design,
Bachelor of Fine Arts in Graphic Design,
2001 – 2005

Diversity & Inclusion (DEI) Certificate Course,
eCornell, 2020

Courses for Success,
Project Management Certificate Course,
2020

memberships

Member, AIGA
(American Institute of Graphic Arts),
2004 – 2025

Charter Committee Member,
GUESS, Inc. Diversity & Inclusion Council (DEI),
2020 – 2024

Charter Member, Toastmasters Leadership
& Public Speaking Club,
2012 – 2013

languages

English, native proficiency
Chinese (Cantonese), native proficiency
Japanese, intermediate proficiency
Spanish, elementary proficiency

references

Available upon request

experience

Freelance
CREATIVE LEAD, Apr 2024 – present
- Led creative projects from concept to final artwork across branding, print, digital & presentation assets
- Designed bilingual creative assets for Spanish & Chilean wine retailer in the Asian market
- Created large-scale event branding for annual conferences with 500+ attendees
- Collaborated closely with clients & vendors to ensure quality work within budget & timelines

GUESS?, Inc.
GRAPHIC DESIGN MANAGER, Sep 2019 – Mar 2024
SENIOR GRAPHIC DESIGNER, Dec 2012 – Aug 2019
GRAPHIC DESIGNER, Oct 2009 – Dec 2012
- Managed brand campaign collaborations including Jennifer Lopez, Hailey Bieber, Camila Cabello & Disney
- Produced 360 campaigns including branding, print, marketing, POP, digital, social media, OOH & video
- Created seasonal style guides for various brand divisions across global fashion campaigns
- Designed global fashion catalogs with circulation of 200,000 catalogs with a $700k annual print budget
- Managed & mentored a team of 7 designers while remaining hands-on across key initiatives
- Collaborated branding & trends cross-functionally with marketing, merchandising & licensing teams

KAA Design Group
GRAPHIC DESIGNER, Jul 2005 – Feb 2009
- Designed branding materials & graphic standards for architectural & non-profit clients in a design agency
- Created promotional & presentation materials high-value commercial real estate client
- Executed projects from research, design, production, quotation bid, press check to final client delivery
- Partnered closely with clients & vendors to deliver quality creative solutions aligned with project goals

Additional Early Roles 2003 – 2004
GRAPHIC & WEB DESIGNER at ARTScorpsLA for Getty Museum, Paper Deco & Onflo Wines

volunteer

Chinese Bible Missions Church of Los Angeles (CBMC)
CREATIVE DESIGNER, Jan 2004 – present

Japanese Sign Language Bible (JSL)
GRAPHIC DESIGNER, Jan 2016 – Jan 2020

skills

ART DIRECTION & DESIGN: 360 Campaign, Identity, Style Guide, Typography, Print, Digital, Web, Video, Packaging, OOH, Wayfinding & Signage, Research, Information Design, Illustration, Photography & DAM

Proficient in Adobe InDesign, Illustrator, Photoshop, Premiere, Final Cut Pro, Microsoft Office, Keynote, Google Workspace (G Suite) & HTML

honors

Printing Industries Association, Inc. Awards: GUESS Kids Spring 2014 Catalog, 2014
42nd Annual Creativity Awards: GUESS Kids Spring 2012 Catalog, 2012
37th Annual Creativity Awards: Madisons Foundation Brochure Package, 2008
Communicator Awards: Madisons Foundation Brochure Package, 2008
Communicator Awards: Fellowship Retreat Identity Campaign Materials, 2008
Otis College of Art & Design: Summer of Art Program Scholarship, 2001
Western Books Exhibition: Award For Fine Book Production: Over the Top Letterpress Book, 2004