



CELL. 808.754.4426
EMAIL. VICKII@GMAIL.COM
WWW.VICKICHENG.COM

VICKI CHENG

EXPERIENCE

WALT DISNEY STUDIOS GLOBAL PUBLICITY 6.2010–PRESENT VARIOUS DESIGNS

- Global Publicity Holiday Card 2010, sent to entertainment industry contacts
- 2010 Holiday Showcase event invite, sent to press and VIPs
- LA Times ad for Disney booth
- Global Social Media infographic, displaying social media use in 39 countries
- Keynote presentations for International & Field Marketing and Publicity conferences, 2010 ICG Publicity Guild Awards and filmmaker presentations for CARS 2, BRAVE, THE MUPPETS, WINNIE THE POOH, among others

JESSICA IVERSON 5.2010–7.2010 FREELANCE DESIGNER

- Led the design of a new, consistent brand for fashion design company specializing in eco-couture bridal gowns and maternity gowns
- Applied consistent brand in designing accompanying graphics: press kit, look-book, business card, hangtag, letterhead and brochure

CONCEPT ARTS 9.2009–1.2010 DESIGN INTERN

- Researched, designed and prepared comps and mechanicals for film & TV projects, including *Sherlock Holmes*, *The Losers*, *Wizards of Waverly Place*, *The Perfect Age of Rock 'N' Roll*, *Hoarders*
- Designed original items for viral marketing websites for video games *Mafia 2* and *Bioshock 2*

UCLA CAMPUS EVENTS COMMISSION 2008–2009 PRINT MARKETING DESIGNER

- Designed posters/print ads for over 10 film screenings, concerts, speakers

BRUIN ADVERTISING + MARKETING TEAM 2007–2009 ART DIRECTOR & PRESENTATION DIRECTOR

- Designed all visual elements for campaigns, including logos, print ads and presentation booklet
- Managed design of powerpoint presentations, showcasing year-long, fully-integrated advertising campaigns for clients such as AOL & The Century Council

ASUCLA MARKETING + PROMOTIONS DEPARTMENT 2006–2009 GRAPHIC DESIGNER

- Designed & produced 300+ posters and signs on UCLA campus
- Created brand identities for six new UCLA restaurants
- Coffee mug design selected to be sold in six UCLA shops
- T-shirt design selected for use at UCLA summer orientation 2008

OBJECTIVE

SEEKING FREELANCE OPPORTUNITIES THAT WILL CHALLENGE ME CREATIVELY, PERSONALLY, AND IN MY CAREER, AND ALLOW ME TO EXPAND MY CLIENT BASE

SKILLS

- ADOBE PHOTOSHOP CS4
- ADOBE ILLUSTRATOR CS4
- ADOBE INDESIGN CS4
- ADOBE PREMIERE 7.0
- FINAL CUT PRO
- HTML/XHTML, CSS, WORDPRESS
- APPLE KEYNOTE
- MICROSOFT OFFICE SUITE
- 100+ WPM TYPING SPEED
- MAC & PC PROFICIENCY
- **PRINT PRODUCTION:** X-ACTO, MOUNTING ON FOAM CORE AND GATOR, SPRAY GLUE

EDUCATION

UNIVERSITY OF CALIFORNIA LOS ANGELES 2006–2010

- B.A.: COMMUNICATION STUDIES
- MINOR: FILM/TV/DIGITAL MEDIA
- *SUMMA CUM LAUDE* (3.896 GPA)
- *PHI BETA KAPPA HONOR SOCIETY*

DISTINCTIONS

- 2ND IN DISTRICT, NATIONAL STUDENT ADVERTISING COMPETITION **08–09**
- AAF'S MOST PROMISING MINORITY STUDENT SCHOLARSHIP **2008**
- ASUCLA EXCEPTIONAL STUDENT PERFORMANCE AWARD **2008**
- UCLA DEAN'S LIST **06–10**