



VICKI CHENG

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EXPERIENCE

JESSICA IVERSON (*JESSICAIVERSON.COM*)

FREELANCE DESIGNER, *MAY 2010 – PRESENT*

- lead the design of a new, consistent brand for fashion design company specializing in eco-couture bridal gowns and maternity gowns
- apply consistent brand in designing and coding multiple websites for separate fashion collections
- assist in retouching of photos from shoots
- design all other required graphics (flyers, business cards) as needed

CONCEPT ARTS (*CONCEPTARTS.COM*)

DESIGN INTERN, *SEP 2009 – JAN 2010*

- researched, designed and prepared comps for projects including sherlock holmes, the losers, wizards of waverly place, the perfect age of rock n' roll, etc.
- created original items for viral marketing websites for mafia 2 and bioshock 2 video games

CAMPUS EVENTS COMMISSION

PRINT MARKETING DESIGNER, *2008 – 2009*

- designed posters and print ads for over 10 film screenings, concerts and speaker events

BRUIN ADVERTISING & MARKETING TEAM

ART DIRECTOR/PRESENTATION DIRECTOR, *2007 – 2009*

- designed all visual elements for campaigns including logos, print ads, mockups, presentation booklet, etc.
- managed design of powerpoint presentations to present fully-integrated advertising campaigns for clients such as aol instant messenger and the century council

ASUCLA MARKETING & PROMOTIONS DEPARTMENT

GRAPHIC DESIGNER, *2006 – 2009*

- designed and produced over 300 posters and signs seen by hundreds of people per day 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 summer orientation

OBJECTIVE

SEEKING FREELANCE OPPORTUNITIES OR AN ENTRY-LEVEL POSITION THAT WILL CHALLENGE ME CREATIVELY, PERSONALLY AND IN MY CAREER AND ALLOW ME TO EXPAND MY CLIENT BASE.

EDUCATION

UNIVERSITY OF CALIFORNIA, LOS ANGELES *2006 – 2009*

- B.A., COMMUNICATION STUDIES
- MINOR, FILM/TV/DIGITAL MEDIA
- SUMMA CUM LAUDE, 3.896 GPA*

SKILLS

- ADOBE PHOTOSHOP CS4
- ADOBE ILLUSTRATOR CS4
- ADOBE INDESIGN CS4
- ADOBE PREMIERE 7.0
- MICROSOFT OFFICE SUITE
- APPLE IWORK'S KEYNOTE
- XHTML, CSS, WORDPRESS
- MAC AND PC PLATFORMS
- > 100 WPM TYPING SPEED
- PRINT PRODUCTION (X-ACTO, MOUNTING ARTWORK ON FOAM CORE, GATORBOARD, ETC.)

DISTINCTIONS

2008 – 2009 SECOND PLACE IN DISTRICT, NATIONAL STUDENT ADVERTISING COMPETITION

2008 AMERICAN ADVERTISING FEDERATION'S MOST PROMISING MINORITY STUDENT SCHOLARSHIP

2007 – 2008 ASUCLA EXCEPTIONAL STUDENT PERFORMANCE AWARD

2006 – 2009 UCLA DEAN'S LIST