

Michael Cheng

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Apt 3A
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Experience

R/GA, New York

Art Director, April 2006 - Present

- Lead a team of up to 8 visual designers in creating complex, award-winning web and mobile platforms for multiple Fortune 500 clients
- Elevated to RGA's pitch team tasked to execute compelling, experiential pitch work resulting in over \$20 million worth of new business
- Created and prescribed large-scale interactive design systems for household names which include Verizon Wireless & Telecom, GE, NYSE and Assurant
- Designed the new mobile UI/UX experiences for Verizon Android smartphones
- Manage and mentor junior team members to improve their craft and skill-set

Time Inc., New York

Senior Web Designer, Sept 2001 - April 2006

- Designed and managed a multitude of Time Inc. corporate internet/intranet websites
- Collaborated with developers to implement a global publishing application that is currently used by publishers worldwide
- Created the corporate identity for an array of subsidiary departments which directly impacted their exposure and brand awareness

MTV Networks, New York

Associate Designer, April 2000 - October 2000

- Designed promotional web and print collateral for the 2000 MTV Video Music Awards
- Created multiple online banner advertisements promoting MTV artists and programs
- Designed and implemented promotional weblets featuring up and coming artists

Education

School of Visual Arts New York, NY

BFA in Graphic Design, 2002 - Graphis New Talent Design Annual Finalist

Boston University Boston, MA

SFA - School of Fine Arts Program

Qualifications

- Master level knowledge of Photoshop, Illustrator
- Proficient in InDesign, Flash, Dreamweaver, HTML Coding
- Comprehensive knowledge in both systematic and experiential web design as well as mobile user interface design
- Fluent in Mandarin Chinese (speaking)