

# Michael Cheng

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## EXPERIENCE

### BBDO Proximity, Shanghai

Associate Creative Director, January 2012 – July 2013 (1 year 7 months)

- Lead digital campaigns from concept ideation through to the overseeing of execution and implementation for clients including: Starbucks, Braun, Gillette, VISA, KFC, Netease, Bosch
- Key player in winning pitch for Bosch Metal Tools for Greater China against 5 other agencies
- Bilingual and bicultural background allowed me to collaborate comfortably with both local and international clients/team members; earning the respect of both parties
- Managed and guided a large team of local creative talent in producing quality work under extremely challenging timelines on schedule and on budget.
- Lead exceptionally successful campaigns for Braun and Netease clients resulting in long-term retainers and the decision to make BBDO Proximity their Brand Agency Leaders

### R/GA, New York

Art Director, April 2006 – January 2011 (4 years 10 months)

- Lead a team of 10 visual designers in creating cutting-edge yet useful digital experiences on web, retail and mobile platforms for Fortune 500 clients such as, Verizon Wireless, GE, HP, HBO
- Elevated to RGA's pitch team tasked to construct compelling, experiential pitch work resulting in over \$25 million worth of new business wins.
- Created and prescribed large-scale interactive design systems for household names which include Verizon, NYSE and Assurant
- Designed the new V CAST mobile UI/UX experiences for Verizon Android smart-phones
- Manage and mentor junior team members to cultivate their craft and overall skill-sets

### Time Warner Inc., New York

Senior Web Designer, Sept 2001 - April 2006 (4 years 6 months)

- Created and designed a multitude of Time Warner constituent websites
- Implemented a global publishing app that is currently used by publishers worldwide
- Designed corporate identity for an array of subsidiary departments which directly impacted their exposure and brand awareness
- Lead a team responsible for maintaining corporate internet/intranet websites

## 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, iOS, Android
- Comprehensive knowledge in both systematic and experiential web/mobile/retail UI design.
- In-depth knowledge of digital trends and technology capabilities. Able to both ideate and execute to create feasible, tangible results.
- Client Interfacing and Management
- Languages: English, (Native speaker) Mandarin Chinese (full professional proficiency)