

(403) 889-6656
rosacheng05@gmail.com
in/rosa-cheng05

Designer with 5+ years of experience across agency and in-house environments, creating integrated brand, campaign, and digital work for global and institutional organizations. Combines creative storytelling with systems thinking, translating strategic objectives into polished, scalable design solutions that balance audience impact, brand consistency, and production excellence.

Rosa Cheng

rosa-cheng.com

Designer | Brand, Campaign & Digital

AWARDS

2025 MarCom Platinum Award
2025 MarCom Honorable Mention

SKILLS

Brand & Visual Systems
Concepting
Print & Digital Production
Editorial Design
Display Advertising Design
Presentation Design
Interactive Web Design
Video Editing

TOOLS

Adobe Creative Suite
Illustrator Indesign
Photoshop Lightroom
Premiere Pro After Effects
Figma
Webflow
Adobe Workfront
HTML/CSS (basic)

LANGUAGES

Fluent in English and Mandarin
Native in Cantonese
Basic proficiency in Japanese

EDUCATION

City University of Hong Kong
Bachelor of Science in Creative Media
2017 - 2021

University of Lapland, Finland
Audiovisual Media Culture
2020 Spring

EXPERIENCE

Production Designer, Brand Experience

UNIVERSITY OF CALGARY | CALGARY

APR 2024 - PRESENT

- Developed scalable brand and campaign assets across digital, print, and experiential channels, translating marketing objectives into cohesive visual storytelling for university-wide initiatives.
- Collaborated closely with designers, project managers, and communication specialists to transform creative concepts into polished, publish-ready artwork, ensuring brand consistency and meticulous quality across all touchpoints.
- Provided design expertise to diverse internal clients, incorporating feedback and exploring visual solutions to enhance template usability and refine deliverables, all while meeting project deadlines.

Graphic Designer

SCHOOLWIDE, INC. | NEW YORK

NOV 2023 - APR 2024

- Revamped existing sales collateral templates and delivered exceptional work for B2B sales and e-commerce, allowing the team to efficiently produce visually attractive materials for new product launches, leading to increased upsell opportunities.

Creative Designer

ASSEMBLY GLOBAL | HONG KONG

MAR 2022 - OCT 2023

- Contributed to the evolution of a newly rebranded identity by defining visual tone, mood, and design direction across marketing and digital touchpoints.
- Worked closely with the global marketing team to integrate design strategies into overall campaign efforts, contributing to increased brand visibility and engagement.
- Streamlined design workflows with client account leads, delivered high-impact campaign assets for APAC brands including **DFS Group**, **Herman Miller**, and **Aman Resorts**, often under tight timelines.
- Managed concurrent design requests across multiple regions, aligning timelines, expectations, and creative direction to ensure consistent, on-brand execution.
- Elevated client-facing pitch decks through concept-driven layouts, refined storytelling, and customized presentation templates.

FREELANCE COLLABORATION

- Continued project-based freelance collaboration post-employment, delivering digital and campaign assets for APAC clients including **Mastercard** and **WWF**.

Visual Designer

THE COLLECTIVE | HONG KONG

AUG 2021 - MAR 2022

- Designed digital and interactive assets for websites, storyboards, and experiential installations, supporting branding and visual communication initiatives across client projects.

Graphic Designer

IDEA MAKER HK | HONG KONG

AUG 2020 - JUL 2021

- Led design initiatives and developed appealing promotion materials for product launches.