

(403) 889-6656
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Versatile designer with 4+ years of experience in both agency and in-house environments, translating strategy into intentional, impactful design across digital, print, and brand campaigns. Known for a sharp eye for aesthetics and thriving in fast-paced, collaborative environments where strong ideas drive momentum.

Rosa Cheng, Brand and Visual designer

rosa-cheng.com

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

- Produced brand-aligned creative assets across digital marketing, social, paid media, print, presentations, and experiential touchpoints, effectively engaging both on- and off-campus audiences.
- 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.

FREE LANCE 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 websites for the company's portfolio, assisted in producing layout designs, storyboards, videos, animations, art installations, and mixed-reality interactive projects.

Graphic Designer

IDEA MAKER HK | HONG KONG

AUG 2020 - JUL 2021

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