

HARUKA CHEUNG

A versatile graphic designer, obsessed with culture, looking to collaborate with like-minded teams on projects that foster brand growth and create lasting impressions.

EDUCATION (2020-2024)

California Institute of the Arts, BFA
Graphic Design, Digital Arts Minor

HONOURS AND ACHIEVEMENTS:

- Lillian Disney Scholarship
- Pat Notaro Sr. Endowed Scholarship
- 2024 TDC Award Recipient for Communication Design

DESIGN SOFTWARE:

- Adobe – Illustrator, Photoshop, Acrobat, InDesign, After Effects, Lightroom
- Figma
- Fusion 360
- Blender
- ProCreate

PRODUCTIVITY:

- Microsoft 365
- Google Suite
- Slack

PROGRAMMING:

- HTML/CSS

DESIGN SKILLS:

- Brand identity, typography, graphic layouts, typesetting, art direction, motion graphics, image-making, photo/video editing, UI/UX design, 3D modeling/animation.

LANGUAGE SKILLS:

- Fluent English, Cantonese
- Conversational Japanese and Mandarin

SOFT SKILLS:

- Copy writing and editing
- Giving and receiving critique
- Team player
- Eager to learn
- Great time management
- File hand-off/formatting organisation
- Presentation skills
- Coaching and mentoring
- Initiative
- Reliability

RELEVANT WORK EXPERIENCE:

FORTH+BACK (DESIGN INTERN, MAY 2023 - AUG 2023, LOS ANGELES)

- Collaborated on the national 2023 Nike Football and NFL campaign, contributing to copy-writing, motion graphics, still assets, and identity systems from conception to delivery.
- Spearheaded art direction, motion graphics, and logotype design for VR game Pro Era II by StatusPro and the NFL.
- Edited composite video content featuring Giannis Antetokounmpo, for JBL, showcasing expertise in multimedia creation.
- Pitched logotype and logo mark options and created full visual identity directions for Sample Studio, by the founders of Render Weekly.
- Contributed to art direction, motion graphics, and typographic layouts for the "BPM" typeface, distributed through The Designers Foundry.
- Crafted editorial layouts and image editing for Catherine Mulligan's book published by LA-based Des Pairs.
- Animated logos and type for CA Architects, Brother Films, Good Twin.
- Designed merchandise for Dogstar's 2023-2024 reunion tour.

CALARTS (TEACHING ASSISTANT, JAN 2023 - MAY 2024, LOS ANGELES)

- Supported graphic design students in establishing design principles for motion graphics and UI/UX design through in-class instruction and student critiques with faculty.
- Demonstrated Adobe After Effects and Figma tutorials and developed comprehensive resources to aid student learning.

CALARTS (DESIGN CENTRE WORKER, SEP 2022 - MAY 2024, LOS ANGELES)

- Designed compelling collateral for various student/faculty-driven projects, supporting and facilitating the free peer-to-peer design service provided by the centre.
- Provided critique on projects, while addressing tutorial needs for Adobe, Figma, ProCreate and various design programs.

FREELANCE (SELECTED WORK) (DEC 2018-PRESENT)

- **NATIONAL FOREST (LA):** Contracted for various typesetting, logo iconography, and gift card design work for Chipotle.
- **ILLUMINISTA (LA/NYC):** Contracted for UI design, image editing, motion graphics, and promotional collateral for American evening wear brand Pamela Roland, collaborating with developers via Figma.
- **TITO'S TACOS (LA):** Composed menus, invitations, hiring posters, email layouts, and multiple billboard designs following brand guidelines.
- **CALARTS SCHOOL OF THEATRE (LA):** Designed visual identities for four showcase events, created custom brand systems for the NYC and LA shows with functional HTML/CSS websites and printed collateral such as resumes, invites, posters, programs, and photo-books.
- **TROP HIGH TIPS (BRAZIL/US):** Led product, graphic, and packaging design, copy-writing, and art direction for Brazilian cannabis paraphernalia brand promoting sustainability, harm-reduction, and craftsmanship. Produced CAD/CAM design, photography, and market-specific catalogues.

KPLUSK (DESIGN INTERN, MAY 2018 - AUG 2018, HONG KONG)

- Collaborated with DBS Bank to create over 50 graphic signage for a 50,000 sq ft office, including sample boards, mock ups for custom furniture, and Sketch Up models.
- Negotiated with furniture and material suppliers, coordinated meetings with contractors, and orchestrated company events, demonstrating a broad range of design and organisational skills.