



**Gwen Geng**  
**Graphic Designer**  
**hello@gwengeng.com**  
**669.278.7821**  
**gwengeng.com**

## Education

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09/2023–Present

**ArtCenter College of Design**

Pasadena, CA, USA

Candidate for a Master of Fine Arts in Graphic Design

Specialization in Brand Identity, Web Design, and Motion Design

09/2017–12/2021

**ArtCenter College of Design**

Pasadena, CA, USA

Bachelor of Fine Arts in Graphic Design

## Experience

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06/2023–Present

**Freelance Graphic Designer**

**Client: Megan Bowker, Gaosheng, HDB, Remote**

Collaborated with creative directors to develop and execute product launches, focusing on brand identity, motion design, web design, and innovative packaging projects. Led the creation of cohesive and engaging visual assets, ensuring consistent brand messaging across all media.

01/2024–04/2024

**Teaching Assistant**

**ArtCenter College of Design, Pasadena, CA**

Aided instructor Brad Bartlett in Advanced Transmedia Studio. Helped students with conceptual ideations and creative questions during and after class. Provided feedback and critiques to the students throughout project development.

03/2022–08/2022

**Graphic Design Intern**

**Pentagram, New York, NY**

Worked with Natasha Jen's creative team on the development and implementation of design requirements, including brand identity, brand strategy, user interface and motion for clients including Google, Lightmatter, Galaxy, and Center for Architecture.

06/2020–09/2020

**Graphic Design Intern**

**RELATED DEPARTMENT, Shanghai, China**

Worked with creative team to develop visual identities, brand applications, editorial design, web design and product photography for artists, events and companies. Participated in the 2020 Shanghai abC Art Book Fair, assisting with the development of the visual identity for the book publisher Page Bureau, overseeing product production, organizing the display setup, managing sales, and engaging with visitors.

## Expertise

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**Strong working knowledge of:**

InDesign, Illustrator, Photoshop, After Effects, Cinema 4D, Figma, Miro, Glyphs, Basecamp, Keynote, and XD

**Familiar with:**

Redshift, X-Particles, Premiere Pro, Processing, Midjourney, MadMapper, p5.js, HTML, and CSS

**Languages:**

Fluent in English and Native in Mandarin

## Scholarship

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2023–Present

**ArtCenter Graduate Continuing Scholarship**

**ArtCenter Graduate Scholarship**

2019–2021

**ArtCenter Undergraduate Continuing Scholarship**

## Recognition

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**Place, Practice, Performance** (Book Design)

Type Directors Club 2024, Communication Design Award

ADC Young Ones 2024 Annual Awards,

Publication Design, Merit Prize

Communication Arts 2024, Competition Winner

Core 77 Design Awards 2024, Student Notable

**Odyssey** (Typeface Design)

Core 77 Design Awards 2024, Student Notable

**Playground Projects** (Visual Identity Design)

Type Directors Club 2022, Communication

Design Award

ADC Young Ones 2022 Annual Awards,

Communication Design, Shortlist

Graduate 360, Graduation Work of Year 2022

**Rong** (Brand Identity Design)

ADC Young Ones 2022 Annual Awards,

Communication Design, Shortlist

Graphis New Talent Award 2022, Silver

**Glenstone** (Visual Identity Design)

Type Directors Club 2022, Communication

Design Award

ADC Young Ones 2022 Annual Awards,

Communication Design, Shortlist

Communication Arts 2022, Competition Winner

Graduate 360, Graduation Work of Year 2022

**Mount Wilson Observatory** (Brand Identity

Design)

Graphis New Talent Award 2022, Platinum

Communication Arts 2022, Competition Winner

**Spector Books** (Visual Identity Design)

Graphis New Talent Award 2022, Gold