

DERICK TSENG

Brand Designer

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Website: <https://dericktseng.com/>

Education

MICA

Maryland Institue
College of Art

Graphic Design Major

Aug 2021 — Spring 2025
Bachelor of Fine Arts in Graphic Design
GPA Avg: 3.68

UMD

The University
of Maryland

Biology Major

Art Major
Jan 2019 — May 2019

Skills

| | |
|--------------------|---------------------------------|
| Brand Design | Motion Graphic Design |
| Packaging Design | Art Direction |
| Publication Design | Interactive Art (Touchdesigner) |
| Web Design | Video Editing |
| Illustration | Fashion Styling |
| UI/UX | |

Tools

| | | |
|---------------|-----------|-----------------|
| Illustrator | Procreate | Rhino |
| InDesign | Lightroom | TouchDesigner |
| Photoshop | p5.js | ClipStudioPaint |
| Figma | XD | |
| After Effects | Slack | |
| Premiere | Frame.io | |

Recognitions

- Graphis New Talent Awards - BIODESIGN, Honorable Award 2025
- Graphis New Talent Awards - No Boundary, Honorable Award 2025
- World Brand Design Society 2025
- Package Design Exhibit (GD), MICA 2025
- Nextup - SOOT 2025
- “Odoriko” Project - Model Work for Motion Graphic, MICA 2024
- AIGA Baltimore - Student Design Competition 2024
- Poster Design Exhibit (GD), MICA 2023
- Design Admin Directior - Southern Taiwan Model United Nation 2018

Certificate

UX Design

Issued Dec 2022

Wireframes

Issued Jul 2023

UX Process

Issued Jun 2022

Google UX Design

Issued Aug 2023

UX Research

Issued Jun 2022

Responsive Web

Issued Aug 2023

Language

English (fluent) Mandarin (native)

Experience

Graphic Design

May 2025 — Present
(Remote) Susie Straubmueller

Freelance - Responsibilities included creating a non-seasonal fashion handbag lookbook and linesheet.

Brand Design

May 2025 — Present
(Remote) Kompass Diagnostics

Freelance - Responsibilities included designing a website, UI/UX, and graphic visuals for a B2B medical company.

Brand Design

Mar 2025 — Present
(Remote) Massive Assembly

Freelance - Responsibilities included designing brand guidelines, presentations, and graphic visuals for an upcoming Riot mobile game in China.

Poster Design

Mar 2025 — Mar 2025
(MD, Baltimore)
Peabody Institute

Commission - A soprano from the Peabody Institute at Johns Hopkins has commissioned a poster design for their upcoming concert.

Brand Design

Feb 2025 — Mar 2025
(Remote) Phantom Analytics

Freelance - Responsibilities included development of a brand presentation template, the creation of a logotype and icon, and the design of social media banner templates.

Brand Design

Aug 2024 — Mar 2025
(Taichung, Taiwan)
Xiao Zhang Tailor Studio

Collaborative work - Responsibilities included creating a diffusion line, logo design, web design, and establishing brand identity across clothing tags, packaging, social media, and publications.

Design Assistance

Aug 2024 — Sep 2024
(Tainan, Taiwan) Zhi Fang

Assistance - Responsibilities included redesigning their website layout, focusing on both UI/UX - Landing page, user flow, interactive design, and marketing design.

Brand Design

Apr 2024 — Aug 2024
(Dallas, Texas)
Susie Straubmueller

Freelance - Responsibilities included creating a FW24 fashion handbag lookbook, a product linesheet, and redesigned 2024 SS website.

UI/UX Design

Jan 2024 — May 2024
(Remote) Gentlemen Cache

Freelance - Responsibilities included creating an e-commerce website using Wordpress, and worked closely with the back-end web developer.

Brand Design

Jun 2023 — Jan 2024
(Hybrid / New York)
Phantom Analytics

Freelance - Responsibilities included developing a brand identity for an AI digital commerce platform. The brand Identity involved a logo system, the brand guidelines, and usages.

Marketing Design

Jun 2023 — Aug 2023
(Remote) Acadium

Apprenticeship - Responsibilities included working closely with a designer to develop and enhance the fundamental principles of design in the marketing industry.

Graphic Design

Jan 2019 — Jan 2020
(Tainan, Taiwan)
Florãotu (凹凸植制所)

Part Time - Responsibilities included adding photography to the website, redesign website layout, and publications.

Graphic Design

Apr 2019 — May 2019
(Kaohsiung, Taiwan)
Volunteering for Professors

Voluntary Work - Responsibilities involved helping professors in designing and enhancing their lecture presentations.

Design Admin

Nov 2018 — Nov 2018
(Kaohsiung, Taiwan)
Model United Nations Head of Administrative Staff

Voluntary Work - Responsibilities included working as a Design Director, create the conference contents such as newspapers, brochures, country placards, logos, and MUN merchandises.