

JESSICA CHENG, BA

Graphic Designer, jess-cheng.com

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Creative Graphic Designer skilled in Adobe Creative Suite, digital design, and content creation. Experienced in crafting engaging marketing materials, managing social media, and upholding brand standards. Organized, collaborative, and driven to create impactful designs with purpose.

Skills

- Adobe Creative Suite
- Marketing & Brand Storytelling
- Social Media Management & Content Creation
- Video Production & Editing
- Project Management
- Effective Communication & Collaboration

Experience

Cashier | King's Bowl | Delavan, WI

July 2021-Current

- Delivered excellent customer service in a fast-paced environment, handling transactions efficiently and accurately.
- Maintained an organized workspace, supporting overall team operations.

Social Media & Marketing Intern | Habitat for Humanity of Kenosha | Kenosha, WI

Jan-May 2024

- Managed social media platforms, creating and scheduling content for platforms including Facebook, Instagram, LinkedIn, etc.
- Designed print and digital marketing materials, including event branding and advertisements, driving community engagement.
- Enhanced website traffic through SEO optimization and Google Ads campaigns.

Student Graphic Design & Marketing Assistant | University of Wisconsin-Parkside | Kenosha, WI

Mar 2023-May 2024

- Produced marketing materials for university events, including posters, digital displays, and promotional content, adhering to university branding standards.
- Collaborated with faculty and staff to create compelling visual content for events and initiatives, meeting tight deadlines consistently.
- Designed layouts for digital and print media, maintaining visual consistency and quality control.
- Assisted with website updates to maintain current marketing collateral.

Education

Bachelor of Arts In Graphic Design, Minor In Digital Media & Production, Film Studies Certificate

University of Wisconsin-Parkside | Kenosha, WI

- Scholarships & Awards
 - 2023-2024: UWP Art Department Trust Scholarship, Rollin Jansky Art Scholarship, David Homles Art Scholarship
 - 2022-2023: Steve Vasy Art Scholarship, Unsung Hero Student Leader Award
- Summa Cum Laude

Leadership

Vice President | Parkside Asian Organization

Sept 2023-May 2024

- Co-delegated and supported all organizational activities, ensuring efficient communication and coordination among members.
- Supported team initiatives to ensure successful outreach and engagement across campus.
- Mentored and guided new members, promoting best practices in social media management and digital marketing.

Marketing Director | Parkside Asian Organization

Sept 2022-May 2023

- Spearheaded the organization's digital marketing strategy by producing and posting engaging videos, photos, and graphics using Adobe Creative Suite, CapCut, Canva, and more across social media platforms, significantly increasing student interaction and event attendance.
- Led marketing efforts, creating all printed and digital promotions for social media and campus-wide events.