

MINGXIN CHENG

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I am a multidisciplinary designer specializing in graphic design, motion graphics and illustration. My strength lies in transforming ideas into a captivating visual language across various styles and media.

EDUCATION

School of Visual Arts

2022 - 2024 MFA in Design
2017 - 2021 BFA in Design

TOOLS

Adobe Photoshop	Figma
Adobe After Effects	Cinema 4D
Adobe InDesign	Glyphs
Adobe Illustrator	Keynote
Adobe Premiere	Miro

SKILLS

Branding	UI/UX Design
Motion Graphics	Package Design
Typography	Video Editing
Animation	Presentation
Illustration	Photography
Editorial Design	Filming

LANGUAGES

Chinese (Native)	English (Proficient)
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EXPERIENCES

Graduate Student

School of Visual Arts

Sept 2022 - May 2024

- Conceptualized and designed "Lian," a grief memorial app, leading design research, branding, presentation design and UI/UX design, emphasizing innovative conceptual and entrepreneurial skills.
- Directed and produced the documentary film "The Milliner," managing all aspects from concept to visual design.

Art Director & Motion Designer

Regular Pattern Lab (Freelance)

June 2022 - Sept 2022

- Conceptualized and crafted a dynamic 90-second promotional animation for the print shop, tailored for exhibition display screens and social media platforms.

Graphic Designer

Optimist Inc.

Oct 2021 - June 2022

- Created diverse creative materials, including experiential design assets, to support brand campaigns, offline events, and social media for clients such as Leaps by Bayer and Lululemon.

Junior Designer

Allied Global Marketing (Part-time)

July 2021 - Sept 2021

- Produced a wide array of creative assets, both print and digital, for online streaming platforms like AMC+, Marquee TV, and Amazon Prime Video.
- Collaborated with the creative team to generate banner concepts for Amazon pop-up stores.

Teaching Assistant

School of Visual Arts

Sept 2019 - Dec 2019

- Mentored sophomore students, enhancing their proficiency in typeface design.

ACHIEVEMENTS

Graphis Awards:

Gold and Silver in New Talent (2024, 2020, 2021)
Silver in Design (2024)

International Design Awards:

Gold and Silver in Animation (2021, 2024)

AI-AP Awards:

Selected Winner in Motion Art (2021, 2022, 2023)
Chosen Winner in American Illustration (2023)

Other Recognitions:

Merit in 3x3 International Illustration Show (2021)
Featured Artist at ARTHOUSE Gallery Opening (2022)