

# MINGXIN CHENG

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Hi! I'm a multidisciplinary designer specializing in graphic and motion design. I'm a fast learner with a strong drive for execution, passionate about transforming ideas into captivating visual narratives 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

### Motion Designer

Regular Pattern Lab (Freelance)

June 2022 - Sept 2022

- Conceptualized and produced a 90-second, award-winning motion graphic for an innovative print shop.
- Managed project timelines and revisions to ensure timely delivery and client satisfaction.

### Motion Designer

Kaplan Dayhill (Freelance)

July 2022

- Collaborated with indie musician Kaplan Dayhill to design dynamic visuals for the music video Green Neon Light.

### Graphic Designer

Optimist Inc. (Full-time)

Oct 2021 - June 2022

- Created brand identity and experiential design assets to support brand campaigns, offline events, and social medias for clients such as Leaps by Bayer and Lululemon.
- Worked closely with the production team to efficiently deliver and prepare print files.

### Junior Designer

Allied Global Marketing (Part-time)

July 2021 - Sept 2021

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

## RECENT PROJECTS

### Thesis Project : Lian

March 2023 - April 2024

- Conceptualized and designed "Lian," a grief memorial app, handling all aspects from design research and branding to UI/UX, marketing strategy, presentation, and pitchbook creation.

### The Milliner

Sept 2022 - Dec 2022

- Directed and produced the documentary film "The Milliner," managing all aspects from concept, filming to visual design.
- 2024 Shops of New York Short Film Festival Student Award.

## ACHIEVEMENTS

Gold Award / Graphis New Talent Award 2024

Gold Award / International Design Award 2021

Silver Winner in Motion Graphics / Muse Award 2024

Silver Award / Graphis Design Award 2024

Silver Award / AI-AP Motion Art Awards 2021, 2022, 2023

Chosen Winner / AI-AP American Illustration Awards 2023

Merit Winner / 3x3 International Illustration Show 2024