



# IVY CHENG

19952 E. Country Hollow Dr, Walnut, CA 91789

ivycheng1993@gmail.com • 909-837-8238

## EXPERIENCE

### **International Student Teacher | GPI US Inc. | Summer of 2015**

- Mentored over 300 Japanese Students in finding confidence and self-awareness.
- Coordinated and organized projects to improve students' leadership and critical thinking skills.
- Prepared lectures and activities to encourage English communication in and outside of classroom.

### **Program Coordinator | UC Davis Whole Earth Festival | Jan. 2015- Jun. 2015**

- Worked closely with the Directors and Publicity Coordinator to achieve maximum publicity.
- Created an intuitive design for the program, pamphlet, and signs.
- Organized public announcements in press and social media.
- Researched and analyzed multiple vendors to minimize spending.

### **Marketing Graphic Designer | CA Center for Cooperative Development | Spring 2015**

- Collaborated on a team to plan effective social media marketing strategy.
- Created an info-graphic series to be used on social media.
- Established client relationships with on-site promotions.
- Assisted in daily administration and event planning.

### **Graphic Designer & Admin. Support | UCD Design Museum | 2013- 2015**

- Managed interns in files organization, label making, and proper machinery procedures.
- Modified illustrations and artworks for various needs.
- Collaborated in set up of lighting, installation, and exhibition design.
- Assisted in planning the logistics of the exhibition.

## PROJECT

### **Design Career Fair: Marketing Lead | UC Davis | Feb. 2015-Jun. 2015**

My fellow design classmates and I organized a design-oriented career fair – the first in UC Davis history – for Spring 2015. With the support of the UC Davis design department and faculties, we sponsored companies specializing in Visual Communication, Interior, Fashion, and Product Design.

## EDUCATION

### **University of California, Davis**

B.S. Managerial Economic & B.A. Design

GPA: 3.55/4.00

## LANGUAGE

Fluent in Mandarin: speak, read, write & type

## SKILLS

Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Adobe Aftereffect

Microsoft Word  
Microsoft Powerpoint  
Microsoft Excel

HTML/CSS  
Javascript  
Vectorwork & Rhino