



**Graphic designer with insatiable curiosity, robust imagination, and a passion for making a difference**

Houston, TX | [www.robincheungdesign.com](http://www.robincheungdesign.com) | [robin@robincheungdesign.com](mailto:robin@robincheungdesign.com)

education Carnegie Mellon University, *December 2007*  
**B.F.A. with Honors, Communication Design**

experience **DESIGNER: Sun & Ski Sports**

*Houston, TX: June 2010–present*

Design advertising and marketing materials to support retail chain with 27 stores nationwide. Design a variety of materials including billboards, magazine and newspaper ads, point of purchase graphics, direct mail, t-shirts, and flyers. Manage billboard schedule and production.

*Key Accomplishment:*

- Seized initiative to design new branding guidelines to bring consistency and clarity to brand image. Proposed a strategic update to brand positioning in order to energize and expand customer base.

**DESIGNER: Freed**

*Sugar Land, TX: December 2009–April 2010*

Collaborated with art directors and copywriters to develop and design advertising campaigns. Designed a variety of materials including newsletters, ads, print collateral, and websites.

*Key Accomplishment:*

- Designed a website that highly impressed the client with its unique way of prominently displaying their product photography to effectively communicate their line of business.

**DESIGNER: Formative Group**

*Berkeley, CA: April 2008–March 2009*

Designed and produced a variety of print materials, such as employee publications, company newsletters, identities, packaging, etc. at small graphic design firm.

*Key Accomplishments:*

- Developed the visual language of a large rebranding package and produced numerous components from stationary to Word templates to e-mail banners.
- Redesigned employee magazine for large car factory to help them connect with their employees and improve morale.

software skills Adobe InDesign, Illustrator, Photoshop, Microsoft Office. HTML.  
Familiar with Fireworks, Quark Xpress and CSS.

activities **Relay For Life: 2004–present**

Participated in annual fund raising event that benefits the American Cancer Society as a team captain, team member, assistant logistics chair, and event chair.

- **Event Chair Texas Medical Center** 2010–2012. 2011 event raised over \$82,000 with 500+ participants. Coordinated with committee to recruit teams and sponsors, plan activities and entertainment, and organize event.
- **Event Chair Carnegie Mellon University** 2006–2007. Recruited 46 teams and raised over \$54,000, which was more than double the previous year's amount.

**Olympic Torchbearer: 2008**

Carried Olympic torch in San Francisco relay for the Beijing Olympics.

**American Institute of Graphic Arts (AIGA) member: 2004–present**