

Cheri Wang

Contact

www.cheriwang.com
(password on request)
email | cw.cheriwang@gmail.com
phone | 410.370.7693

Education

B.A. in Studio Art/Graphic Design
Art Scholars Program
University of Maryland, College Park
2012-2016

Strategic Design and Innovation in
Marketing Fellowship
Robert H. Smith School of Business
University of Maryland, College Park
2015-2016

Skills

Adobe Creative Suite: Photoshop,
Illustrator, InDesign, XD; Sketch;
InVision; KeyNote; Google
Workspace (FKA Google Suite), Art
Direction; Print Photography; Social
Media; Illustration; Basic HTML; Basic
CSS; Typography; UX/UI Design;
Web/App Design; Marketing and
Business; Mailchimp; Memes; Stellar
sense of humor

Work Experience

Self | Freelance Art Director + Multi-disciplinary Designer | January 2014 - Present

- + Build creative visions and brand design with and for individuals, brands, and companies, from conception to rebrands
- + Lead and craft creative/art direction in collaboration with and tailored specifically to clients' needs and vision
- + Support clients with strategy, creative concepting, art and creative direction, business consulting, and execution needs
- + Manage timeline and all moving creative processes and production

Butchershop Creative | Visual Designer | December 2017 - November 2019

Clients: 5 MLK, Advanced Microgrid Solutions (AMS), Butchershop, DDB, Energy Upgrade California, Facebook, Haufe, Hotaling & Co., Lightspeed Venture Partners, Mountain Hardware, Oculus, Okta, Optimizely, Uber

- + Led brand projects in development, art direction, design, and implementation, working alongside teams of strategists, copywriters, designers, developers, and project managers
- + Established trusting relationships with clients and vendors alike to develop and execute quality client brand visions
- + Successfully translated concepts into execution for client and internal brands
- + Creative problem-solving for client needs and bridging their vision with quality execution on deadline

Goodby, Silverstein & Partners | Design | November 2016 - May 2017

Clients: SONIC, Stubhub, XFINITY, Golden State Warriors, Goodby, Silverstein & Partners, Frito-lay (Tostitos, Cheetos, Stacy's, SunChips), CISCO

- + Supported the design team in concepting and designing digital and print ideas for pitches for existing and potential clients
- + Designed decks and comps for multiple clients for pitches, as well as for new concepts for clients
- + Conceptualized and designed brand guidelines for Tostitos, XFINITY, Golden State Warriors
- + Collaborated with account and other creative teams (creative directors, art directors, production, motion, etc.) to create in-house and client brand content
- + Aided in the art direction for photoshoots, video content, and print ads