

# amanda cheung design

amanda cheung mosley : graphic and interactive design

490 Sandy Knoll Drive | Coppell, Texas 75019  
214.677.5411 | amanda@amandacheung.com  
amandacheung.com

**at a glance**

- Create high-quality design in a variety of distinctive styles, extending seamlessly across print, web, and interactive media
- Strong at leveraging brand strategies and introducing fresh and innovative concepts to every piece
- Expert knowledge of the intricacies of web design as an interactive medium, driven by a traditional fine arts background
- Apply user-centered design sensibility to create high quality user experiences

expertise Website Design & Development | User-interface Design | Flash Animation & Multimedia | Print & Identity

**education**

**Brown University** Providence, Rhode Island | 9/01–9/05  
B.A. in Visual Arts and B.A. in History of Art, May 2005

**Rhode Island School of Design** Providence, Rhode Island | 9/03–5/05  
Graphic Design Department cross-registration | Graphic Design and Typography

**Paris American Academy** Paris, France | 6/02–8/02  
Intensive Fine Arts Program, focus: Painting, Life Drawing, Art History

**design experience**

**Lead Designer, Texas Instruments** Dallas, TX | 4/08–present

- Lead and provide creative direction for design team; Manage/maintain consistency of branding and overall design
- Design, provide direction for, and develop websites and graphics; Design website information architecture
- Concept, storyboard, design and develop flash animation, video, and multimedia projects
- Create information architecture, user-interface design and animation for interactive CD's
- Design emails and newsletter campaigns aligned with email best-practices; Design banner ad campaigns and print ads

**Graphic and Interactive Designer** Amanda Cheung Design LLC | 9/01–present

- Brand development and corporate identity design
- Design and develop websites, emails, electronic newsletters and announcements from mockups to completion
- Design and develop flash animation and user-interface, cd, and multimedia pieces
- Design brochures, corporate collateral, advertising campaigns, packaging, posters, and signage

selected clients St. Jude Medical | Uniden America Corporation | NexBank SSB | Pointblank Medium Advertising | Jamak Fabrication  
Industrial Building Systems | Cuderm Corporation | Document Conversion Services Inc | Barrier Advisors Inc

**Senior Designer / Art Director, Content Pilot LLC** Dallas, TX | 4/06–2/08

- Oversee all creative and maintain brand strategies; manage design team and print production, and vendor coordination
- Design print collateral, advertisement campaigns, corporate/brand identity, and tradeshow displays
- Design websites, e-newsletters and announcements, and flash animation; Develop websites and HTML emails
- Design software user-interfaces including interfaces for a custom CMS, law firm proposal system, and newsletter system

**Designer, LevelTen Design** Dallas, TX | 6/05–4/06 (and Freelance: 4/06–4/08)

- Design websites, graphics, print collateral, & identity; Clients include Revlon, AT&T, and Simon & Schuster
- Produce animated flash presentations and web graphics, flash/web integration using AS, PHP, Javascript
- Develop websites in HTML, PHP, Flash; Design web advertisements; Create original vector illustrations

**Graphic Designer, Instructional Technology Group** Brown University | 11/02–6/05

- Design and develop graphics, print collateral, websites, & logos; Digitalize and edit slides, images and video

**honors / affiliations**

**Printing Industries of America (PIA) GraphEx Awards** Award of Excellence for Andrews Kurth Holiday Card | 2007

**American Institute of Graphic Arts (AIGA)** Member | 5/01–present

**Dallas Society of Visual Communications (DSVC)** Member | 8/01–present

**Dallas Museum of Art** Member | 6/06–present

**skills / interests**

platforms expert MacOSX and Microsoft Windows XP and Vista

software expert Adobe InDesign | Illustrator | Photoshop | Fireworks | Flash | Acrobat | Quark | Dreamweaver  
Final Cut Pro | Microsoft PowerPoint | Word | Office | Excel | WordPress | Dot Net Nuke | Contribute  
advanced Soundtrack Pro | PageMaker | FileMaker | AfterEffects | intermediate Microsoft Access | Director

languages expert HTML and CSS | proficient ActionScript | basic PHP and Javascript

interests 15 years classical piano and violin performance | music theory | oil painting