

cassie cheng

VISUAL DESIGNER / ART DIRECTOR

CASSIECHENG.COM • CSSNDRC@GMAIL.COM • (510) 408-6643

Work Experience

Head Of Creative

Dremio Corporation

2022 – PRESENT

As the principal creative hire at a 500+ Series E startup, spearheaded the establishment of brand and design systems for digital experiences, achieving a unified visual identity across diverse consumer touchpoints. Implemented a transformative website redesign to optimize UX/UI and refine brand elements, resulting in a substantial increase in user engagement and conversion rates. Led seamless collaboration with cross-functional teams, executives, and clients to align design initiatives with overarching business objectives. Played a key role in developing and executing a comprehensive brand strategy, extending it to create distinctive visual identities for sub-brands integrated into campaigns and standalone websites. Directed the recruitment, hiring, and onboarding of freelance design resources to drive creative excellence in meeting the dynamic design needs of the organization.

Art Director

Paradowski Creative

2019 – 2022

Developed creative campaigns and brand initiatives for a variety of local and global clients. Examples include *Find Your Anchor*, *Golden Oak Lending*, *Imo's Pizza*, *Bayer Crop Science*, *St. Louis County Parks*, and *Climate Corporation*. Collaborated across teams to help build a footprint in upcoming industries in Missouri like cannabis and AR/VR. Participated in diversity, equity, and inclusion efforts as a founding member of the internal DEI group.

Freelance Designer

cassiecheng.com

2019 – 2022

Multidisciplinary designer specializing in end-to-end branding + illustration.

Selected Clients:

NPR, *Good Grit*, *Modern Brewery*, *Chemistry*, *Primary Theory*, *Tidal Volume*

Founder + Designer

Talkproof Toys

2007 – 2017

Led end-to-end business operations, branding, and product creation for a toy company, gaining recognition in prominent blogs and being featured on the front cover of *Stampington Press* in 2011. Established a prominent presence as a vendor at renowned craft fairs such as *Renegade Craft Fair* and *Fanime Con*, and achieved widespread global sales in 50+ countries.

International Consumer Products

Dreamworks SKG

INTERN

Created assets presentations for potential international licensing partners at *London Expo 2012*. Deliverables included PoS for *Ferraro*, *Nestlé*, *Fiat*, *Colgate*, *PEZ*, *Metersbonwe*, and *BP*. Researched and analyzed overseas box office trends.

Content + Community

Nickelodeon

Games Group

INTERN

Created visual content for all *MonkeyQuest* social media channels. Helped implement guardrails to protect and improve user experience for targeted demographics.

Awards

ANTHEM AWARDS

FIND YOUR ANCHOR GIPHY – 2022

ADC PORTFOLIO NIGHT

ATLANTA WINNER 2018

THE RING SHOW 2016 – 2018

GOLD | SILVER | BRONZE | STUDENTS' CHOICE

Skills + Tools

ART DIRECTION • DESIGN THINKING • STORYTELLING • GRAPHIC DESIGN • CREATIVE CONCEPTING • ILLUSTRATION • 3D • PRINT + DIGITAL
UX/UI • TOY DESIGN • FIGMA • PRODUCT DESIGN • ILLUSTRATOR • INDESIGN • ILLUSTRATOR • AFTER EFFECTS • DIMENSION

Education

THE CREATIVE CIRCUS

CERTIFICATE IN VISUAL DESIGN

UNIVERSITY OF CALIFORNIA, LOS ANGELES

BACHELOR OF ARTS IN ANTHROPOLOGY