

# TIEN-YI CHENG

Atlanta, GA

[tienc25@gmail.com](mailto:tienc25@gmail.com)

706-202-1972

[www.tientienc.com](http://www.tientienc.com)

[www.linkedin.com/in/tientienc](http://www.linkedin.com/in/tientienc)

UI/UX and Visual Designer  
rooted in storytelling to build  
human-centered experiences.

## SKILLS

### Software

Photoshop	Invision
Illustrator	Sketch
Premiere Pro	Figma
InDesign	Adobe XD

### Programming

HTML	Bootstrap
CSS	WordPress
Javascript	
Webflow	

### Methods

Sketching	Site Architecture
User Research	Wireframing
Personas	Branding
User Stories	UI Components
User Flows	

## EDUCATION

### University of Georgia

*Bachelor of Arts in Journalism,*  
Mass Media Arts  
Sociology minor  
New Media Certificate

### Bloc

*Designer Track*  
UI/UX Design,  
Front-end Development

## EXPERIENCE

### Creative Designer

January 2018 - Present

### Design Intern

September 2017 - December 2017

LifeQ | Alpharetta, GA

- Collaborate with the app and dev team to provide the necessary assets (icons, etc.).
- Designing themes and piecing together the monthly employee newsletter using Campaign Monitor (which has an 80% open rate for the 100+ subscribers).
- Solidifying the brand guidelines and assets by designing and developing the LifeQ Brand Guidelines and Assets using HTML and CSS with some Javascript.
- Organizing and maintaining an asset library of over 200+ icons, images, and illustrations to maximize workflow and search optimization for employees.
- Designing and managing a variety of templates (powerpoints, letterheads, documents) to keep brand consistency throughout all touch points.
- Building the new brand and visual language for HealthQ Technologies.

### Freelance Designer

1HUDDLE

August 2017 - October 2017

- Worked remotely on a variety of design initiatives that range from marketing materials, social media posts to providing iconography for their application

School Evolve

July 2017 - August 2017

- Established design for an initial mobile web app for a startup focused on education and student engagement.
- Created user flows and stories to build information architecture.
- Designed low-fidelity screens using Sketch and then moved to Webflow to create final mockups.

Reservoir LLC.

February 2017 - June 2017

- Conceptualized website layout and produced low-fidelity mockups using Adobe XD and developed a final product using Webflow
- Took on other design initiatives such as designing icons and creating vector art used for the website and client's pitch presentation

## HACKATHONS

### Ceed

June 8-10, 2018

#HackCancer #HackSTDs Goodie Marketing + Prototyping

- A web app that helps colon cancer patients build better and healthier habits
- Participated by contributing to design logo, branding, UI design
- Awarded best "User Research."

### TeachX

October 27-29, 2017

#HackTheViolence Goodie Marketing + Prototyping

- A mobile app that connects teachers to thought leaders in a variety of fields
- Worked with other UX designer to build both the teacher and helper flows
- Won "First Place Overall," and for "Best Prototype," "Landing Page," and "Logo"