

# Benson Cheng

## WEBSITE

bensoncheng.design

## CONTACT

bensonchengch@gmail.com

## EDUCATION

### Tufts University

Class of 2020

BS Computer Science

Minor: Studio Art

## SKILLS

### Software

Sketch

Figma

Adobe - Illustrator, InDesign,

Photoshop, Premiere Pro,

After Effects, Lightroom

Autodesk - AutoCAD, Inventor

### Programming

HTML / CSS / JavaScript

C++ / Java

## ACHIEVEMENTS

### FWA Of The Day Award -

modernrecovery.co

### CSSDA Website of the Day

Nomination - modernrecovery.co

## EXPERIENCE

### Tempest - Brand Designer

June 2020 - December 2020

- Designed the mobile interaction for modernrecovery.co
- Created designs for the inaugural company off-site event, organic social channels (Instagram, Facebook), paid ads, and marketing campaigns
- Developed exploration design concepts for company rebrand

### IDEO - Interaction Design Intern

June 2019 - August 2019

- Developed the graphical and visual style of Breakerbox, a joint venture between IDEO and Exelon exploring the energy procurement space
- Designed the marketing website and onboarding interaction for Breakerbox, and standardized the component library for our digital product offerings
- Explored new design and interaction concepts for IDEO.com

### Kronos Incorporated - UX Engineering Intern

June 2018 - August 2018

- Proposed a new onboarding design to the PMs and the VP of Product
- Created visual deliverables for a persona building project
- Designed UI patterns based on PM requirements, identified design redundancies in the current software to streamline a major UI overhaul

### HYPEBEAST - Editorial Intern

June 2016 - August 2016

- Led HYPEBEAST's database project, HypeDB, to beta launch
- Designed and refined the visual interface for HypeDB
- Collaborated closely with HYPEBEAST's CEO, Lead Designer, and Senior Engineer to introduce and improve features for the database

### Fractal Magazine - Project Founder

July 2014 - June 2016

- Designed the cover, layout, and art direction of the magazine
- Curated content through photography and conducting interviews with local boutiques and galleries