ichingcheng.com

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415-758-8293

ICHING CHENG

MULTIDISCIPLINARY DESIGNER

EXPERIENCE.

04.2014-06.2025

CHIME FINANCIAL, INC : BRAND / MARKETING DESIGNER

From creating the company's first physical debit card mockups to supporting its IPO launch, I had the opportunity to help shape and grow the brand through some of its most exciting milestones.

- Designed essential visual assets for the company’s IPO, including executive presentations, launch materials, and experiential event branding and swag.
- Helped develop and scale the company's design system across three major rebrands, establishing brand guidelines, visual identity, illustration library, and creative standards.
- Designed landing pages, social content, email campaigns, and paid marketing creative, using testing insights to improve performance and engagement.
- Co-led the evolution and maintenance of the scalable, component-based web experiences and figma libraries.
- Brought company culture to life through internal branding, employee engagement campaigns, executive communications, and large-scale company events.
- Created a wide range of digital and print assets, including motion graphics, infographics, packaging, presentations, and marketing collateral.
- Partnered with cross-functional teams to bring campaigns from concept to launch, contributing throughout the entire creative process.
- Thrived in a fast-paced environment, balancing multiple projects, meeting tight deadlines, and continuously exploring new tools, technologies, and creative approaches.

SKILLS.

Adobe Creative Cloud, Figma, Claude, Midjourney, Brand Identity, Brand Experience, Design Systems, Brand Guidelines, Web & Landing Pages, Growth & Performance Creative, Social Media Marketing, Internal Branding, Motion, Packaging, Print, Illustration, Iconography, Infographics, Art Direction, AI-Assisted Design Workflows, Cross-Functional Collaboration, Multi-Project Management, Deadline-Driven Execution, Continuous Learning, Creative Problem Solving.

EDUCATION.

09.2010-08.2013

ACADEMY OF ART UNIVERSITY, SAN FRANCISCO, CA

MFA Web Design & New Media