

# robin cheung

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## PROFILE

I am a proactive, detail-oriented, and efficient designer and project manager skilled in publication design, corporate communications, and marketing.

Let me help you:

- Develop, or work within, detailed branding guidelines to communicate your message consistently.
- Develop and design marketing and advertising campaigns with collateral spanning a variety of media.
- Manage scheduling, quoting, prepress and production.

## EXPERIENCE

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### **Creative Services Manager: Olympic Club**

*San Francisco, CA: August 2020–present*

Design and project manage broad range of member communications and manage brand for a prestigious athletic club with approximately 12,000 members as the sole in-house designer. Engage members through communications including a monthly magazine, weekly email, event marketing, website, exhibits, and program materials.

- Editor-in-chief and creative manager of 48-page monthly magazine — plan content, manage writers and photographers, conceptualize and lay out feature spreads, plan and art direct photo shoots, retouch photography, edit articles, and ensure production stays on schedule at every stage of the process.

### **Senior Graphic Designer: Olympic Club**

*San Francisco, CA: September 2014–August 2020*

- Designed and managed production of 48-page monthly magazine.
- Developed and implemented updated branding guidelines to bring visual consistency to all Club materials. Collaborated with multiple departments to redesign wide variety of materials to comply with new guidelines, while simultaneously improving functionality of communications.
- Collaborated with our History & Archives department to design an exhibit in our stairwell to tell the stories of Olympians in the Olympics. Exhibit has been well-received by members, who have complimented how it brightens up the space and have mentioned that they have enjoyed reading the stories.

### **Contract Graphic Designer: Chevron (through Aquent)**

*Houston, TX: August 2013–January 2014*

Designed wide variety of internal corporate communications for a global energy company, including conference posters, signage, brochures, handbooks, and e-mail newsletters within strict corporate branding guidelines.

### **Designer: Sun & Ski**

*Houston, TX: June 2010–August 2013*

Designed advertising, marketing, and in-store materials for a specialty sports retail chain with 30 stores nationwide, in a fast-paced retail environment. Managed scheduling, design and production of a variety of materials including ads, billboards, direct mail, marketing collateral, event graphics, custom apparel, in-store signage, and corporate collateral.

### **Designer: Freed**

*Sugar Land, TX: December 2009–April 2010*

Collaborated with art directors and copywriters to develop and design advertising campaigns. Designed a variety of materials including newsletters, ads, print collateral, and websites.

### **Designer: Formative Group**

*Berkeley, CA: April 2008–March 2009*

Designed and produced a variety of materials, such as corporate branding packages, employee publications, company newsletters, and brochures at a small graphic design firm.

## EDUCATION

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Carnegie Mellon University, *December 2007*. **B.F.A. with Honors, Communication Design.**

## SOFTWARE SKILLS

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Adobe InDesign, Illustrator, Photoshop, and Acrobat. Microsoft Office.  
HTML, CSS, Wordpress, and Mailchimp.