

cindy zeïwen chang

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Education **BFA in Design, 2006**

The University of Texas at Austin, TX

GPA: 3.81

The University College Scholar, 2004-2006

Experience **Graphic Illustrator, Cathy Heck Studio, Sep. 06 - Jun. 07, Part-time**

Worked closely with Cathy, an illustrator who licenses designs for baby and juvenile products, to create new collections that are competitive with the current high-end merchandises and help to establish a stronger brand identity. Main job included illustrating artworks on computer and working with colors. Making make-believe 3D stickers and product mock-ups, and photo shooting were all part of the studio experience.

Graphic Designer, Sweet Leaf Tea Co., Jan. 06 - Apr. 07, Internship+Part-time

Developed and created a clean and consistent graphic identity for a beverage company. Responsible for all graphic design projects, both in-house and collaborative. Worked closely with printers to solve printing and cost issues. Reduced printing costs by learning how to generate barcodes. Some projects include: product labels, materials for major music festivals like Lollapalooza, various ads, and vehicle wraps.

The 4 pack carrier designs were nominated for the IAPHC 2006 International Gallery printing competition.

Freelance:

Segway City Austin, Feb. - Apr. 07

Created graphics for Segway Chariots.

Humane Society Austin, Apr. 07

Designed an invitation card.

Three in the Nest, Jan. 07

Created ads for various magazines.

Spokes and Juice Magazine, Jun. 05

Designed a Media Kit.

Other projects:

AIR-Austin, Oct. 06

Worked in a small team for Knowbility's accessible website design contest. Responsibilities included using JAWS and coding simple HTML language.

Orange - Student Magazine, Jan. - Apr. 05

Layout designer for a student magazine at The University of Texas at Austin.

The Italian Chalk Art Festival, Apr. 03

Volunteer artist. Worked on a 4 x 8 ft. art board and helped raise money for children with A-T.

Skills

(Mac and PC platforms)
Adobe Illustrator CS2
Adobe Photoshop CS2
Adobe InDesign CS2
Adobe GoLive CS2
FontLab 4
Basic HTML/CSS
Microsoft Office

Screen printing
Bookbinding

Bilingual: English/Chinese