HILARY CHEUNG

GRAPHIC DESIGN
ART DIRECTION
646-651-7151
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EDUCATION

BFA COMMUNICATIONS DESIGN (GRAPHIC DESIGN)

Pratt Institute (Brooklyn, NY), 2020 - Present

- Achieved a current GPA of 3.9
- Placed on the President's List for 6 consecutive semesters
- International Merit-Based Scholarship awardee

EXPERIENCE

CREATIVE DESIGN + FAN COMMUNITY INTERN

Mutual Friends (New York, NY), 2023 - Present

- Clients include Quinn XCII, Chelsea Cutler, Jeremy Zucker, ayokay and others
- Creating graphic assets for use in, and to promote music, tours and other projects of clients in the music industry
- Experience in designing merchanise, concert visuals, vinyl packaging, venue admats and more
- Building decks, one-sheets and brand guides for specific artist projects, releases, and tours
- Brainstorming and executing activations to connect artists and their collective audience

VIRTUAL STREET TEAM MEMBER

Fan To Band, 2023 - Present

- Attending workshops and events hosted by experienced professionals to gain insight into the music industry
- Networking with like-minded aspiring music industry professionals

PROGRAM COORDINATOR

Program Board @ Pratt Institute (Brooklyn, NY), 2021 - 2023

- Representing the Office of Student Involvement to organize events for groups of 300-600 college students
- Activities include dances, costume contests, escape room experiences, late night breakfasts, carnivals and more
- Promoting upcoming events by creating printed posters and social media content

HONG KONG SCHOLAR (HONG KONG SCHOLARSHIP FOR EXCELLENCE SCHEME)

Hong Kong Education Bureau (Hong Kong), 2020 - Present

- Government-funded scholarship that supports outstanding students to pursue studies at world renowned universities

SKILLS

SOFTWARE

Adobe Suite
- Photoshop
- Illustrator
- InDesign
- After Effects
- Premiere Pro
- Lightroom
- Dimension
- XD

Google Suite
- Gmail
- Drive
- Docs
- Slides
- Sheets
- Calendar
- Forms

- Figma
- Blender
- Procreate
- Webflow
- Readymag
- Canva

CREATIVE

- Relief printmaking
- Film photography
- Fingerstyle guitar
- Fragrance creation
- Riso printing
- Event livestreaming

LANGUAGES

- Cantonese (Native)
- English (Fluent)
- Mandarin (Fluent)

References available upon request