

Christina Fang Cheuk

Oakland-based Senior Graphic Designer

EXPERIENCE

Energy Solutions / Oakland, CA

2018–present

- Developed brand identities for the TECH Clean California initiative, Oregon Community Solar Program, the California Energy Commission's Empower Procurement group projects, and the Instant Rebates foodservice program.
- Supervises a team of designers to guide creative direction and project management, provides feedback and support, and develops trainings and growth plans; assists in hiring and department strategy.
- Collaborates with project managers to produce marketing collateral, POP materials, reports, slide decks, infographics, templates, and more for clients like the City of Richmond, PG&E, Lawrence Berkeley Laboratory, the Northwest Energy Efficiency Alliance, the Oregon Public Utility Commission, and many more on varying deadlines and budgets.
- Delivers on key milestones and proposal needs, garnering recognition from clients who have awarded the team additional direct contracts and contributing to winning bids for work worth over \$100 million.
- Created comprehensive Accessibility Best Practices Manual in collaboration with Learning & Development, DEI, and Information Systems teams.

Crossroads Trading / Berkeley, CA

2014–2018

- Headed design projects for HQ and 40+ nationwide retail locations
- Developed branding and collateral for Sell By Mail, Concierge, Consignment, and Outlet subdepartments and customer segments.
- Revamped email graphics for mobile readability, responsiveness, consistency, and ease of iteration.
- Conceptualized and executed marketing campaigns resulting in increased store and online customer engagement and brand awareness.
- Site webmaster and editor of Crossroads blog.

Freelance and Pro Bono Work

- Root & Rebound – Reports, flyers, email campaigns, guidebooks
- Outthink: Strategies for Growth and Decarbonization – Logo design, marketing templates
- Songs for Good: 2020 Challenge – Visual identity development
- The Open Insulin Project – Scientific illustrations
- Necrosoft Games – Pitch decks, manuals, packaging, illustrations
- UBM – Copy editing and data categorization

CONTACT

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EDUCATION

Bachelor of Arts,
U.C. Berkeley

SKILLS & EXPERTISE

Adobe InDesign

Adobe Illustrator

Adobe Photoshop

Adobe Animate

Figma

Invision

MS Word

MS PowerPoint

MS Excel

MS SharePoint

Print processes

Wordpress CMS

Wagtail CMS

HTML & CSS

MailChimp

Constant Contact

Tableau

ArcGIS Maps for Adobe

Creative Cloud

Accessibility in design /

W3C WCAG standards

Copy writing and editing

Testimonials

“ I have absolute faith that when I need something from Christina, it will be done quickly and well. Thank you Christina for bringing so much value to these programs and doing it with a smile!”

– Julia R.

“Christina leads by example, and her friendly, direct, and thoughtful communication style creates a happily productive team environment. Her consistently excellent work sets (and nudges) the bar for our department [and] her design critique is both warm and supportive while providing helpful guidance and perspective.”

– Leyla M.

“ She has immeasurably elevated our work in a way that was absolutely central to our client’s glowing feedback. When I work through graphic design strategy with Christina, I’m always struck by how deep and nuanced her thinking is. I’ll ask her why she chose a certain photo or icon or color palette, and she will be thinking in terms not only aesthetic things but also in terms of social issues, technical issues, and rhetorical framing. And on top of that, her graphic design skills are top notch! And on top of that, she is wicked fast!”

– Eric R.

“ Christina, thank you!! You’ve navigated the internal and external coordination that was needed to get [this] done with so much grace, and your responsiveness to the team’s needs and desires are so appreciated. This new website is not only seamlessly functional but absolutely gorgeous!”

– Rebecca F.

“ Christina turned our ideas into powerful graphics that communicated our vision visually. In an RFP with very strict word limits, her work was terrific in communicating that compelling narrative.”

– Teddy K.

“ I think I’ve made something great, and then CHRISTINA gets her hands on it, and I realize it was not great BUT NOW IT IS.”

– Eng Seng N.

Thank you, kind people!!