

Meeya Tjiang

graphic designer + illustrator

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Education

BFA Graphic Design

Rochester Institute of Technology | May 2019

Achievements

PRNEWS Honorable Mentions | 2023

#IAmGallaudet Campaign: Revitalizing Our Campus After the Pandemic

Silver ADDY Award | 2019

ArtsROC Rebrand

Deans List | 2014 - 2019

Proficiencies

Tools Figma, Keynote, Wordpress, Elementor, Microsoft Office, Procreate, Adobe Creative Suite - *Photoshop, Illustrator, InDesign, XD, Lightroom, Acrobat*

Hard Skills Advertising, Art Direction, Branding, Digital Media Design, Digital Illustration, Editorial Print, Iconography, Infographic Design, Layout Design, Photo Editing, Presentation Design, Print Production, Typography, Web Design (UI)

Soft Skills Adaptability, Collaboration, Communication, Time Management

Experiences

Multimedia Designer, Gallaudet University

March 2020 - Present | Washington, D.C.

Brand Identity + Visual Design

- Transformed the university's outdated brand guidelines, reflecting their current mission and vision.
- Collaborated with the Creative Director and in-house marketing team to enhance student recruitment materials/ presentations and create a compelling visual identity for the university's brand.
- Provided creative solutions to fulfill stakeholder requests and engaged in graphic design consultations for various departments.
- Established a digital assets library and designed sub-brands, stationery, business cards, tri-fold brochures, campus map, and various other materials.
- Led the campaign brand and web design for #IAmGallaudet, reaching out to the external community with 500k views on videos and website.

Publication + Print Design

- Crafted and led the design for a semesterly university magazine containing 80-90 pages, mailed out to 25,000 readers.
- Led the recruitment materials and swag design for nationwide high school students and international potential students.
- Developed and designed the recruitment viewbook of 30 pages for admission counselors.
- Executed large format printing designs for backdrops, banners, event signage, floor charts, wall murals, and window decals.

Freelance Graphic Designer + Illustrator, Self-Employed

September 2018 - Present | Remote

- Managed clients projects, encompassing presentation design, print production, illustration, and website design.
- Collaborated and worked with ADCOLOR, CONVO Relay, Facebook, Google Doodles, Inevitable Foundation, Motion Light Lab, The New York Times, and TEDcourses.