

ISABELLA CHENG

Multimedia Design & Management

email
website
location

digitalisabella@gmail.com
digitalisabella.com
Vancouver, B.C.

Design and manage with a professional and positive attitude

PROFILE

- 4-year experience in design
- 1-year experience in management
- Bachelor of Arts
- Project Management Certificate
- Animation Art & Design Diploma
- Multimedia (2D/3D/Flash) art and animation, graphic design, video editing, and project management
- Built a good reputation and earned trust and respect through stakeholder management that emphasizes building positive and long-term relationships
- Prevented project delay by raising issues early, proposing resolutions, and putting in the extra effort to get things done
- Professional and positive attitude, ability to work with limitations, attention to detail without losing the big picture, and proactive

Interested in: e-learning, digital media & design, web, mobile/wireless, social media, software, games, marketing, and more

RELEVANT SKILLS

Management, Communications, and Team Building

- Highly adaptable across multiple industries and management styles (such as Agile or Waterfall)
- Experienced in working in fast-paced environment and in teams with diverse disciplines and cultural backgrounds
- Met deadlines and quality requirements through coordination of task assignments and execution, progress tracking, outsource support, and status updates
- Minimized scope creep by educating Project Sponsors about project constraints
- Contributed in defining project scope, milestones, and specifications
- Shortened the learning curve of new team members by providing coaching and support
- Improved team dynamics and productivity by resolving conflict as a mediator

Research, Analysis, and Process Improvement

- Proposed media strategies that would enhance the product quality without gold-plating
- Analyzed military technical manuals/videos and created scripts/storyboards for animation
- Analyzed the pros and cons of integrating a new software into the existing animation production process and suggested options that would benefit the team
- Improved efficiency and flexibility of the Flash animation production process at NGRain by taking the initiative to develop skills in 3D art and animation in a new software within one week through independent study

Technical Skills

- Designed 3D/Flash art, user interface, and animations and incorporated still images, voice-over, and sound effects in the training solutions for the U.S. and Canadian military
- Animated 3D characters and edited videos for games, visual effects, and animation projects
- Created marketing materials by utilizing graphic design skills

Genuineness

My top value

10 out of 10

People I surveyed think I am a hard worker and a good team player

5

Number of years I studied full-time in one school and part-time in another school simultaneously

\$100 to \$1M+

Size of projects I participated in

5

Number of times I participated in group music performances at UBC Chan Centre

30 to 300+

Size of events I volunteered in

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TOOLS

- Maya, Swift3D
- Adobe Photoshop, Flash (Actionscript), Premiere, Dreamweaver, Illustrator, Bridge, Acrobat, After Effects
- FileZilla, Perforce, TortoiseSVN, Dropbox, Squarespace
- Fogbugz, JIRA, Basecamp
- Microsoft Project, SharePoint, Visio, Word, Excel, PowerPoint, Outlook, FrontPage
- Social media

RELEVANT EXPERIENCE

- Web Specialist
- Designer / Project Management Consultant
- 3D / Flash Animator (military training solutions)
- 3D Animator (a Nintendo DS game)
- 3D Animator (games/VFX/animated videos)
- Graphic Designer / Event Assistant
- Multimedia Designer

Project Management Institute (local chapter) | [Current](#)
A Marketing Video Project | [2011](#)
NGRAIN | [2010-2011](#)
Proof of Concept Interactive Inc. | [2010](#)
Group Projects | [2008-2009](#)
The Art Institute of Vancouver | [2008-2009](#)
Independent | [2007-2009](#)

EDUCATION

- Project Management Certificate
- Bachelor of Arts (with commerce/management courses)
- Animation Art & Design Diploma

UBC Sauder | [2011](#)
UBC | [2008](#)
The Art Institute of Vancouver | [2009](#)

ACHIEVEMENTS

- Service Award
- Best Student Project (a group project)
- Undergraduate Scholarship
- Dean's List
- German Government Book Prize

The Art Institute of Vancouver | [2009](#)
PopVox Award | [2009](#)
UBC | [2006](#)
UBC | [2006](#)
UBC | [2005](#)

OTHER EXPERIENCE

- Event Volunteer
- Teaching Assistant for Math

Digital Media & Wireless Association of B.C. | [2009-2010](#)
Queen Alexandra Elementary School | [2008](#)

*“Knowing others is intelligence;
knowing yourself is true wisdom.
Mastering others is strength;
mastering yourself is true power.”*
- Lao-tzu

CURRENT FOCUS OF PROFESSIONAL DEVELOPMENT



- 1. Project Management
- 2. Web Design
- 3. Animation
- 4. Graphic Art & Design
- 5. Business Analysis

INTERESTS Music, reading about art and design, TV, movies, computer/web games, photography