

# Abbie Cheng

INDUSTRIAL DESIGNER

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Website

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## WORK EXPERIENCE

### Arizona State University

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#### Zero Waste Design Assistant (Graphic Design + Marketing)

Tempe, AZ / Mar - May 2022

Assisted Program Manager with marketing materials and social media content (Instagram, Facebook, Twitter) to promote zero waste on campus. Collaborate with other organizations for engagement activities.

### Cox2M

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#### Mural Designer

Tempe, AZ / Feb - May 2022

Teamed up with my classmate to create an engaging space in the new collaborative entrance. Presented our idea to the Growth Manager, UI/UX Designer, and Graphic Design Specialist to express the excitement, community, and innovation of COX & ASU partnership.

### Benebone

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#### Industrial Design Intern (New Product Development)

Remote / May - August 2021

Developed 40+ new concepts and designs of rubber and nylon dog chew toys. Attended weekly meetings with the lead designer and CEO to refine ideas and sketches by focusing on dog-friendly design and manufacturing possibilities. Assisted marketing director to compare and research competitors' products and materials properties.

### i.d.e.a Museum

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#### Exhibition Design Intern (Graphic Design)

Remote, Mesa, AZ / May - July 2021

Worked with museum curators and education assistants to create posters, activity boards, and graphics for Robo Art Exhibition with a focus on children's user experience.

### The Luminosity Lab

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#### Industrial Design Intern (New Product Ideas)

Remote / April - May 2020

Collaborated with engineering & medical students to redesign a barrier to resolve COVID-19 issues for doctors & patients during upper/lower endoscopy.

## EDUCATION

### University of California, Berkeley

Berkeley, CA / August 2022 - May 2025

College of Environmental Design

**Master of Landscape Architecture, MLA**

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### Arizona State University (Barrett, The Honors College)

Tempe, AZ / August 2018 - May 2022

Herberger Institute for Design & the Arts

**Industrial Design, BS**

GPA: 4.0 /4.0 (1st Honor Summa Cum Luda)

Industrial Design Society of America (IDSA) -  
Student Merit Award Finalist

Design Excellence Nomination Spring 2022

Design Excellence Award Spring 2020

Academic Dean's Lists 2018-2022

The Moeur Award

#### Design Primer

Tempe, AZ / Summer 2017

Immersed learning in basics of architecture, landscape architecture, interior design, industrial design, and graphic design.

## SKILLS

### Industry

Model Making

3D Printing

Concept Sketching

Brand Identity

Visual Design

Digital Renderings

User-Centered Design

### Tools

InDesign

Photoshop

Illustrator

Solidworks

Keyshot

Procreate

Microsoft Office

## LANGUAGES

English

Chinese

(Mandarin & Cantonese)

## INTERESTS

Badminton

Swimming

Ceramics