

BANTER PROJECTS

FRANKIE RIMI-CHENG

frankie@banterprojects.com
+61 (0) 400 058 978

EDUCATION

State University of New York, Purchase College

Purchase, New York 2011 - 2013
Bachelor of Fine Arts in Graphic Design

Southern Polytechnic State University

Marietta, Georgia 2008 - 2011
Associate of Science in General Studies
focus in Architecture

SKILLS

DESIGN

CX (Customer Experience)
UX (User Experience)
UI (User Interface)
Creative Direction
Branding
Marketing
Digital
Print

PROGRAMS

Figma
Sketch
Photoshop
Illustrator
InDesign
Premiere
G-Suite
Microsoft Suite
GA4 (Google Analytics)
GetFeedback
SearchSpring
BigCommerce
Conductor

PROCESS

Creative Direction
Client Management
Video Production
Event Production
Brand Awareness
Marketing Planning
Strategy Planning
A/B Testing
Run Workshops
CX Research
Insight Workshops
SEO

OROTON GROUP

SYDNEY 09.2022 - CURRENT

Experience Design (XD) Manager: manage the omnichannel experience, including design of eDM templates, website, and digital media. Working across Customer Care, Merchandising, Retail, Design, Marketing, Buying, and Digital teams to create elevated data-led experiences. Update designs and experiences based on testing and insights.

ORCHARD MARKETING

SYDNEY 09.2019 - 08.2022

Senior Art Director: oversaw creative ideation, campaign guides and final artwork. As the brand lead for Sanofi and Zoetis – created campaigns, customer journey maps, wireframes, prototypes and pixel-perfect artwork. Also created digital solutions and campaigns for RACGP, Hyundai, HOYTS Cinemas, Cover-More and other clients.

GEORGE P. JOHNSON

SYDNEY 10.2019 - 10.2019

UX/UI Designer: designed the overall experience and aesthetics of the Dreamforce event website for Bluewolf, an IBM Company. Created an event-based user-centric experience which included a schedule builder, weather forecast widget, and event information.

BAUER MEDIA (ARE Media)

SYDNEY 06.2019 - 10.2019

Digital Designer: ran workshops developed by data and insights provided by the experience team. Used latest customer segmentation data as part of my rebranding of Magshop and the website redesign. I also art directed the build of eDM and digital media templates.

ENOAH

SYDNEY 10.2018 - 05.2019

UX/UI Designer: mapped and designed mobile and web solutions for clients including Reading Cinemas, Awol: a women's travel app, B2B SaaS, and various FinTech apps. Presented personas, journey maps, wireframes and prototypes to clients. Assisted in branding and identity of client solutions.

BMF ADVERTISING

SYDNEY 03.2018 - 09.2018

Digital Designer: created UX/UI designs for Abbott's Village Bakery, homeownership.gov.au, and Stockade Brewery websites. Presented designs to clients alongside the Art Director, Product Manager, and Accounts team. Additionally created digital collateral for Sydney Metro and jobs.gov.au campaign roll-outs.

BAUER XCEL MEDIA

SYDNEY 08.2017 - 07.2018

Digital Designer: ran in-person workshops with the editorial and digital teams. Designed the Australian Women's Weekly Food, Gourmet Traveller, and Whichcar websites. Created solutions, wireframes, style guides, and final artwork for all three sites. Worked closely with the development team in an agile environment to translate the designs into online publications with advertising capabilities.

BANTER PROJECTS

FRANKIE RIMI-CHENG

frankie@banterprojects.com
+61 (0) 400 058 978

R/GA

SYDNEY 09.2017 - 02.2018

Visual Designer: executed the digital roll-out of Telstra campaigns across 50+ websites. Designed pixel-perfect mock-ups for art direction sign-off including homepage takeovers, banner ads, and social media. All mock-ups were presented in situ to the client for approval.

DOUGLAS ELLIMAN

NEW YORK CITY 07.2016 - 05.2017

Graphic Designer: developed the digital global portfolio builder for the Douglas Elliman and Knight Frank collaboration. Worked alongside developers and agents to create templated assets for personalised experiences. In addition to the digital project, also created print adverts, the Douglas Elliman handbook, and multiple identities for real estate teams.

SONGS FOR SEEDS

NEW YORK CITY 03.2016 - 05.2017

Graphic Designer: designed marketing collateral for the quickly growing franchise. As part of this process, I expanded the illustration library of animal and musical instruments. As a hub for the assets, I worked with a developer and designed the marketing portal and helpdesk. Assets and templates were created in-house alongside the marketing and operations team as well as the owners.

STUDIO TANO

NEW YORK CITY 12.2014 - 02.2016

Graphic Designer: led the design of websites and style guides for branded hotels, restaurants, bars, spas, and B2B suppliers. Liaised with clients, designers, social media managers, and copywriters. Clients included The Watergate Hotel, Fabric Innovations, Virserius Studio, Wool Solutions, and The Royal Regency Hotel.

REFILMERY

NEW YORK CITY 12.2014 - 05.2017

Producer and Art Director: produced templated brand assets, events, photography and video. Managed clients and hosted a monthly independent film series and podcast, working closely with the Executive Director. Attended industry events such as Tribeca Film Festival as a brand ambassador.

LUMIFI

NEW YORK CITY 07.2014 - 12.2014

Graphic Designer and Marketing Admin: managed the marketing graphics for social media, website, and events. Liaised with clients and the tech start-up industry as a brand ambassador. Supported the UX/UI design of website and app screens for the mood-led lighting API. Art directed the turnkey booth experience for CES (Consumer Electronics Show) 2015 in Las Vegas. Marketing collateral included glow sticks, stickers, booth design, artwork, and iPad walkthrough with a subscriber list sign-up.

IMPRINT PROJECTS

NEW YORK CITY 05.2013 - 09.2013

Graphic Designer: designed the campaign assets for print, digital, and activations for clients including Levi's, Sonos, Rdio, Keen Footwear, and Sephora. Day-to-day included interpretation of client's brand guidelines into marketing designs and presentations. I also supported event production and served as a brand ambassador.