



# Kaihua Cheng

is an **Illustrator, Visual Designer,**  
**Flash Animator & Concept Artist**

## Work Experience

### Senior Flash Designer

Native Instinct Interactive Inc,  
*April 2008 - June 2010 (San Francisco, CA)*

Responsible for concepts and design, creating wireframes, specs and final mockups for the company's web site, working and discussing with creative director and developers to develop final products for clients. Responsible for creating original flash animations and motion graphic components include look and feel for Product Demos, Web Sites, Banner Ads. The clients include Visa, Dell, Wells Fargo, Annie Chun's, Bossa Nova Robotics, Cisco.

### Flash Animator/ Concept Artist

SustainLane  
*January 2006 - January 2008 (San Francisco, CA)*

Responsible for creating storyboards and discussing the ideas behind each shot to team members, also responsible for concepts art, character design and background sets as well as animation. Working closely with producer, writer and animators, we created an online animated series called "The Unsustainables", it appeared on Comcast's green scene in 2007.

### Designer/Animator/Illustrator

Sayers Animation Studio  
*December 2004 - February 2005 (Taipei, Taiwan)*

Responsible for creating animation for [www.disney.com.tw](http://www.disney.com.tw) home page flash animation component. Illustrated a children's book "Piggy Anne" published under the company's branding call Vicky brand.

### Animation Intern

FableVision Animation Studio  
*August 2003 - November 2003 (Boston, MA)*

Helped animate a couple of animated short-film, which is an educational animation for Carnegie Hall, NY and an animation for a science museum in Watertown, MA

## Freelancing Projects Experiences

### Senior Flash Designer

Native Instinct Interactive Inc,  
*April 2008 - June 2010 (San Francisco, CA)*

### Freelance Illustrator

Green Irene  
*2009*

Green Irene is a green service company (<http://www.greenirene.com>) that helps you green your home and your office. Client asked me to create a character to represent Green Irene for their Web Site, with additional illustrations for each web page.

## Freelance Animator/Flash Designer

Delphin Production Studio

2008

Delphine Production had a project with a solar panel company, and asked me to create a series of technical animation that explain how their new solar panel works.

## Freelance Illustrator

Publishers

2000 -2001 (Taipei, Taiwan)

Creating illustrations for publisher "Hsin-Yi Foundation", newspaper "The China Times" , young adult magazine "The Mandarin Daily News"

## Education

### L'École Supérieure des Arts Décoratifs

Masters Degree, Communication-Illustration

2001 - 2004 (Strasbourg, France)

Graduated with Honors. The final project was awarded as the best project of the year selected by the director of the Académie d'Alsace. Storyboard for a TV montage was selected and filmed at ARTE (A Franco-German TV network)

### School of the Museum of Fine Arts

Traditional Animation/sound

2002 - 2003 (Boston, MA)

Attending an exchange program with a scholarship from the city of Strasbourg

### L'École Supérieure Estienne des Arts et Industries Graphiques de Paris

DMA (diplômes des métiers d'art), children book illustration

1998 - 2000 (Paris, France)

## Expertise

Photoshop CS3+, Illustrator CS3+, Flash CS3+, InDesign CS3+

Storyboard creation for animation film, web site..

Character/background design

Children book illustration (Traditional painting and Digital)

## Language & Leisure

English, French, Taiwanese, Mandarin (Native Language)

Play classical guitar, painting, parrot training.

Contact Kaihua

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