

# Chihhung (Gordon) Cheng

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## EDUCATION

**School of Visual Arts (SVA)** *MFA Interaction Design* Sep 2025 – May 2027

New York, NY

- Graduate Teaching Assistant — Interaction Design Studio

**Peking University** *B.S. Clinical Medicine* Sep 2002 – Jul 2007

Beijing, China

## PROFESSIONAL EXPERIENCE

**Ogilvy China** *Freelance Creative Strategist* 2025

- Developed brand TVC concept and campaign communication strategy for **SAIC Audi E5** electric vehicle launch via Ogilvy Shanghai
- Created "Centenary × Panlong Ancient Road" brand film concept — **10,153 launch orders in 30 minutes**; 47,258 annual units (+23% YOY)

**Self-employed** *Content Strategy Consultant* Sep 2022 – Present

New York, NY

- Strategic consulting for global clients including **Tencent** and **Hyundai** — market research, content strategy, campaign design
- Tencent Charity: 54.5M visits, USD 77,853 raised, +23% YOY donor engagement; scaled to 8 cities, 72 brand partners, 4,096 retail locations

**ByteDance / TikTok** *Senior Brand Manager* May 2021 – Jul 2022

Beijing, China

- Led product strategy and market positioning for Douyin's K12 education vertical; directed top-ranking campaign (7.22M visits)

**Interone, BBDO Group** *Creative Director — BMW* Jul 2019 – May 2021

Beijing, China

- Created **JOYCUBE for BMW × Universal Beijing** — WeChat-integrated interactive facade; 16M annual visitors
- 🏆 Great Wall Media Innovation Grand Prize (2022) · Muse Platinum Prize (2022) · Cannes Lions 2022 Entry

**Publicis Groupe** *Creative Director — Nestlé* Jan 2019 – Jun 2019

Beijing, China

- Drove **Nestlé SuperNan3** from #9 to #7 market share (+3.83%) through consumer insight-driven positioning and multi-sensory experience centers

**HAOMAI Beijing** *Creative Director — Alipay* Feb 2018 – Jan 2019

Beijing, China

- Led **Alipay "A Word Worth Gold"** Spring Festival campaign — 100M+ views in 5 days; brand film feat. Zhang Guoli
- 🏆 Tiger Roar Silver (2018) · China Ad Film Golden Lion Bronze (2019)

**Amber Communication** *Creative Director* Feb 2018 – Jan 2019

Beijing, China

- Raised engagement +23% YOY for Sogou Health App and +17% for Zhihu through gamified WeChat campaigns informed by user behavior analysis

**McCann Health China** *Creative Director* May 2016 – Jul 2017

Beijing, China

- Helped Nestlé YIYANG achieve #1 market share in senior nutrition through consumer research-driven repositioning

**Dentsu ONE** *Creative Director — Acura / Honda*

Apr 2015 – May 2016

Beijing, China

- Repositioned **Acura** in China market: +53% brand awareness, +76% brand affinity in one year
- 🏆 CDX won Sharp Technology Award + Best Exterior Design — China Auto Media Awards 2016

**Ogilvy, WPP Group** *Group Head*

Aug 2013 – Mar 2015

Beijing, China

## SKILLS

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<b>Design</b>	Figma, Adobe Creative Suite, Blender, Arduino / physical computing, 3D printing
<b>Strategy</b>	Market & competitive analysis, consumer insight, brand positioning, user research, go-to-market strategy
<b>AI &amp; Tech</b>	Claude AI, prompt engineering, AI-assisted design workflow, Python basics
<b>Languages</b>	Mandarin Chinese (native) · Hokkien (native) · English (fluent) · Japanese (basic)

## SELECTED AWARDS

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- Great Wall Media Innovation Grand Prize — BMW JOYCUBE (2022)
- Muse Creative Awards Platinum — BMW JOYCUBE (2022)
- Cannes Lions Entry, Outdoor / Ambient & Experiential — BMW JOYCUBE (2022)
- Tiger Roar Silver — Alipay "A Word Worth Gold" (2018)
- China Ad Film Golden Lion Bronze — Alipay (2019)
- China Auto Media Awards — Acura CDX (2016)

## ADDITIONAL

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- **Marathon runner** — 5 completed: Beijing, Philadelphia, Tokyo, Honolulu, New York
- **Photography** — 3 solo film photography exhibitions
- **Licensed Medical Practitioner** (China, 2008)