

# Tianrui Geng

## CONTACT

tianruigeng.com(pwd: Letmeseee)  
gengtianrui@gmail.com  
352 281 8983

## SKILLS

### Brand & Visual Design:

Brand Identity  
Visual Design  
Typography  
Illustration, Motion Graphics  
Presentation Design  
Design Research

### Campaign & Marketing:

Social Media, Email  
OOH, Paid Ads  
Event Branding  
Partnership Creative

### Tools:

Figma, Illustrator  
Photoshop, InDesign  
After Effects, Premiere  
Cinema 4D, Keynote  
3D printing, Laser Cutting  
Letterpress, Silkscreen

### Emerging:

Claude Design, Midjourney  
Nano Banana  
HTML/CSS, Lottie

### Leadership:

Creative Direction  
Agency Collaboration  
Cross-Functional  
Stakeholder Management

## EXPERIENCE

### Brand Designer | OKX (formerly Okcoin)

Jan 2021–Present | San Francisco, CA

- Owned end-to-end brand creative across social media, email, web, and in-product surfaces for a top-5 global crypto exchange, reaching millions of users across 100+ markets
- Developed and scaled a comprehensive visual system, increasing brand consistency scores by driving alignment between brand, product, and marketing teams
- Work parallel to product design and cross-functional teams to uplevel brand consistency
- Provide creative guidance in collaboration with external agencies to create strong, highly branded creatives for partnership campaigns that perform by increasing brand recognition and engagement

### Communication Designer | Castlight Health

May 2018–July 2020 | San Francisco, CA

- Created event branding, executive presentations, web UIs, prototype demos, newsletters, animated videos, and data visualizations for digital and print media
- Collaborated with marketing, sales, and product teams and senior executives to plan and refine visual strategies targeting specific audiences
- Participated in concept development, design ideation, and detailed specification of visual designs across multi-channel campaigns

### Graphic Design Intern | The Walt Disney Company

Jan 2017–Jan 2018 | Orlando, FL

- Designed branding, presentations, online learning UIs, email communications, and print collateral for Disney's L&D division, ensuring strict adherence to Disney brand standards
- Provided design solutions across multiple Disney business units, developing a versatile cross-brand visual toolkit

### UI/Visual Designer | Talace, Inc (Startup)

Sep 2016–Jan 2017 | Gainesville, FL

- Collaborated with PMs and engineers to define product direction, visuals, and UX; created storyboards, user flows, and wireframes
- Conducted user research, evaluated feedback, and iterated on designs to improve usability

### Instructor of Typography 1: Letterform | University of Florida

Aug 2015–May 2016 | Gainesville, FL

- Taught a sophomore-level course on typography design basics
- Developed syllabus, lectures, workshops, and 4 class projects with one-on-one critiques

### Graphic Designer | University of Florida RecSports

June 2015–Aug 2015 | Gainesville, FL

- Designed a group fitness campaign brochure reaching nearly 50,000 students and faculty
- Illustrated graphics for Swamp Bowl event

## EDUCATION

### MFA in Graphic Design | University of Florida

Aug 2013–Aug 2016 | Gainesville, FL

### MS in Learning Technologies & Media Systems | Harrisburg University of Science and Technology

Aug 2017–Dec 2019 | Harrisburg, PA

### BE in Industrial Design | Guilin University of Electronic Technology

Sep 2008–Jun 2012 | Guilin, China

## HONORS / EXHIBITIONS

**MFA Thesis Exhibition** | April 2016, University Gallery, Gainesville, FL

**2016 Silver ADDY Award** | Feb 2016, American Advertising Federation

**Ligature 24 Design Exhibition** | Jan 2015, Focus Gallery, Gainesville, FL

**Dennis and Colette Campay Studio Art Scholarship** | Dec 2014, University of Florida

**Winner of Judges' Pick** | Feb 2014, JumpstART with IDEO Workshop

**Graduate School Fellowship** | 2013–2016, University of Florida