

[hope meng]

hello@hopemeng.com | 415 601 8841 | San Francisco, CA
for a full portfolio of my work, please visit WWW.HOPEMENG.COM

work experience

FREELANCE GRAPHIC DESIGNER (April 2010–present)

Freelance art direction and design for both corporate and small business clients. Client list includes Pottery Barn, Intel, San Francisco Opera, Bank of America, Weldon Owen Publishing, and The Bold Italic.

NOON : Designer (2006–2008)

Boutique design studio serving both San Francisco- and nationally-based clients. Responsible for managing all stages of the project life cycle—from concept to design to production—on a wide range of client materials, including identities, books, campaigns, collateral, and websites.

- Placed as the lead designer on a number of important client projects (California Academy of Sciences, ODC's *Velveteen Rabbit*), and collaborated with a team of fellow designers on large client campaigns (Yerba Buena Center for the Arts, SF International Film Festival, Artspan's Open Studios week).
- Served as an integral part of the studio's conceiving team on major client identities and campaigns.
- Acted as the primary liaison between clients, vendors, and the studio. Presented concepts to the client during the design process and kept the client informed of developments throughout all stages of the project life cycle.

STITCH LOUNGE : Owner & Co-founder (2004–2008)

Created Stitch Lounge from the ground up. Stitch was the country's first urban sewing lounge, offering daily sewing classes and private lessons, a boutique filled with handmade clothing from local designers, and drop-in sewing studio time for seamsters of all skill levels.

- Directed a team of 20 employees, instructors, and volunteers to provide a full roster of classes, daily storefront hours, private parties, and events.
- Gained national recognition (NBC *Nightly News*, *Time Magazine*, *Wall Street Journal*) for the groundbreaking work Stitch was doing to promote the resurgence of sewing and craft in the United States.
- Designed the entire look and feel of Stitch, including logo, store interior, website, and all marketing collateral.

AUTHOR (2004-2007)

Co-wrote and illustrated *Sew Subversive: Down & Dirty DIY for the Fabulous Fashionista* (Taunton, 2006), and co-wrote *Subversive Seamster: Transform Thrift Store Threads into Street Couture* (Taunton, 2008). *Sew Subversive* was Stitch Lounge's debut book on beginner sewing and clothing refashioning. Immediately following the success of *Sew Subversive*, Taunton requested a sequel to our first book. *Subversive Seamster* explored more advanced refashioning techniques and projects.

- Participated in a seven-city nationwide book tour to promote *Sew Subversive*. Made numerous TV appearances in both national (HGTV's *Uncommon Threads*) and local markets (ABC News Chicago, Fox News Seattle, KPIX San Francisco).

CALIFORNIA COLLEGE OF THE ARTS | SPUTNIK : Designer (Spring 2006)

Sputnik is CCA's innovative student design program. Sixteen talented student designers are chosen each semester (from a pool of almost 100 eligible students) to design the the full catalog of CCA's marketing and promotional collateral.

- Co-designed the school's semiannual magazine *Glance*, which is distributed to over 17,000 alumni, donors, faculty, and supporters of CCA.
- Designed postcards promoting various public exhibitions and events at the school.

FREELANCE WEB DESIGNER (2002–2004)

- Designed and hand-coded HTML, CSS, and Javascript for various corporate (ex. McKinsey & Company) and small business (VSI Ergonomics Consulting, Zentrum Furniture) websites.

ISYNDICATE : Senior Web Producer (2000–2001)

- Performed and managed over 100 client relationships requiring technical setup of iSyndicate content.
- Served as the lead liaison between the company and its biggest client (ClearChannel Communications).
- Played an integral role in the development of a major content delivery offering named Personal Syndication Network (PSN). Performed the first technical setup of PSN for a large, critical enterprise client.
- Managed and hired a team of Associate Producers.

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work experience, cont.**ANDERSEN CONSULTING : Process Analyst** (1998–1999)

- Served as a Production Support Analyst on the Fireman's Fund Insurance Companies Massachusetts Territory Systems Integration Project.
- Worked with a team of front and back end developers as well as client resources to resolve numerous production issues.

education**CALIFORNIA COLLEGE OF THE ARTS** (2004–2007)

Bachelor of Fine Arts in Graphic Design | Graduated with High Honors

UNIVERSITY OF CALIFORNIA AT BERKELEY (1994–1998)

Bachelor of Arts in Economics

other education**OAXIFORNIA** (Summer 2007)

Experimental design intensive between student artists and Oaxacan craftspeople. Partnered with a family of Oaxacan leather artisans to produce a variety of designed leather products for exhibition and sale.

WOMEN'S INITIATIVE FOR SELF EMPLOYMENT (2003)

Entrepreneur Training Program, Graduate

UNIVERSITY OF CALIFORNIA AT BERKELEY, EXTENSION PROGRAM (2001–2003)

Graphic Design Studio I & III

honors

- Women's Initiative for Self Employment Entrepreneur of the Year 2008
- Marjorie Benedict Memorial Scholarship Recipient (2005–2006)
- CCA Graphic Design Level 1, 2, 3, and 4 Student Award Winner (Fall 2004–Spring 2006)
- CCA Graphic Design Thesis Student Award Winner, Spring 2007

publications

Meng, Hope, Melissa Alvarado, and Melissa Rannels. *Sew Subversive: Down & Dirty DIY for the Fabulous Fashionista*, Connecticut: Taunton, 2006.

Meng, Hope, Melissa Alvarado, and Melissa Rannels. *Subversive Seamster: Transform Thrift Store Threads into Street Couture*, Connecticut: Taunton, 2007.

more

Enthusiastic seamster. Proud mama. Enjoys looking at the world from behind a camera's lens. Possesses an uncommon ability to get lost in the craft of print: letterpress, silkscreen, bookbinding. Formerly an avid rock climber, now more likely to be found on the slopes, in the forest, or in a yoga studio. Loves to eat. Hates being late.

From 2008–2010, traveled around the world with her husband: 415 days, 6 continents, 21 countries, 140 cities and towns, 35 airplanes, 51 long-distance buses, 23 trains, 8 boats, 2 camper vans, and 23,000+ photos. This is the result of those travels: www.12foot3.com