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Ruby Cheng

Portfolio

Oh hi!

About me

Welcome to my portfolio!

- 3D story-telling explorer
- From Southend-on-Sea
- Studied in Sheffield

- I find myself wanting to learn more around a topic that isn't usually spoken aloud.
- I have interest in always learning from skills to knowledge.

Skills

Adobe Creative Cloud:

- Mainly InDesign & Illustrator.
- And on the side Photoshop, Lightroom, Dimensions & After Effects
- Blender
- Microsoft (Word, Excel, Powerpoint)
- Analogue
- Research, ideation, concept development & contextualisation
- Collaboration practices
- Time Keeping

Work Experience

Aug 2020 - Aug 2021
Graphic Designer @ Perfect Pixel Designs
(Branding & Marketing)
Clients:

- Big Paw Play Ranch (Brand Identity)
- IT Made Simple (Chris Hodgkiss- Brand Identity)
- Imitari (Rebranding)
- Peak Home Yorkshire (Brand Identity)
- Cyber Resilience Centre (Admin)

March 2022 - Current
Graduation Exhibition
I'm working in a group of 14 and split off into 2 groups we collectively gathered research and developed a theme. As I was part of the exhibition display team we further refined the scaffolding structures to display our work on.

- Concept development
- Visual Identity
- Print
- Food and beverage
- Set up & Prep

Education

2018 - Present
Sheffield Hallam University in GD

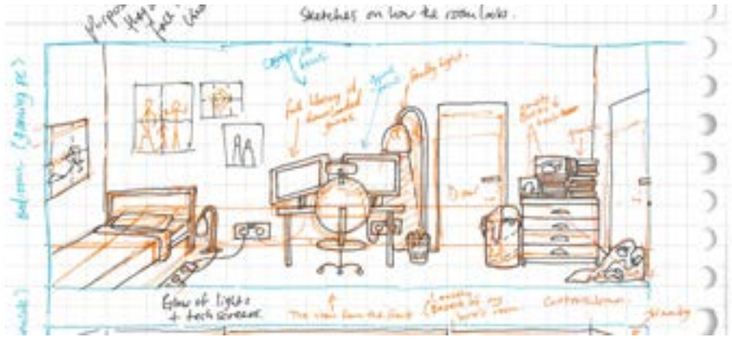
2020 - 2021
Sheffield Hallam University Placement Year @ Perfect Pixel Designs

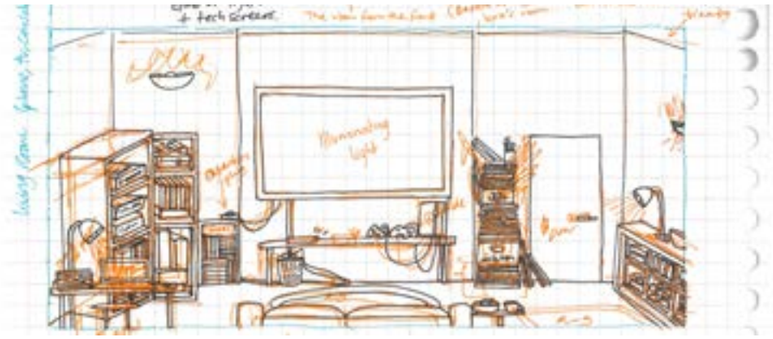
2015 - 2018
South Essex College
UAL L4 Foundation in A&D
UAL L3 BTEC extended diploma in A&D
GCE English Lan (C)

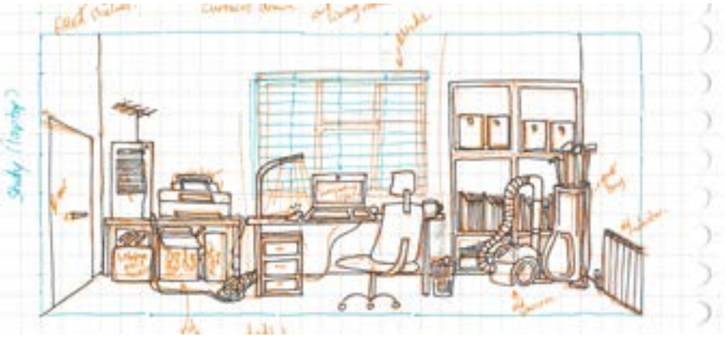
2010 - 2015
Shoeburyness High School
GCSEs (9x A-C including Maths & English Lit)

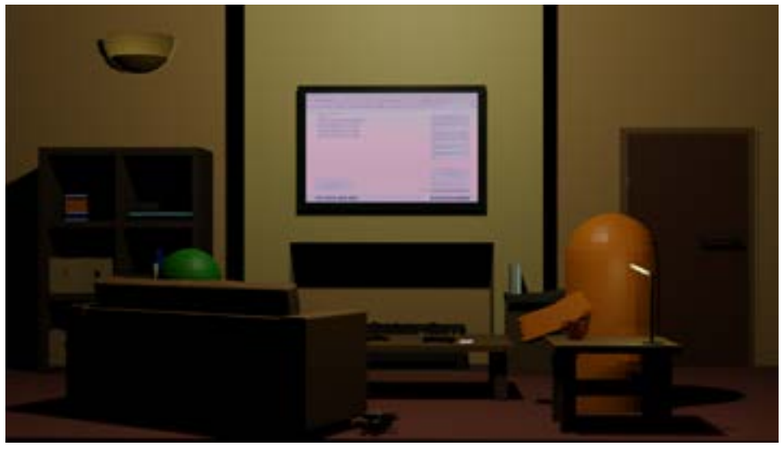
To Be Decided Later

Why
This project explore the awareness of digital emissions and making a difference through the exploration of designing a game concept. Through the use of videogames as an educational medium for PC, Mobile & Console gamers on Climate Change. I specifically chose 12–15yrs old.



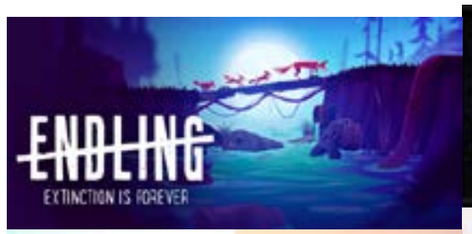


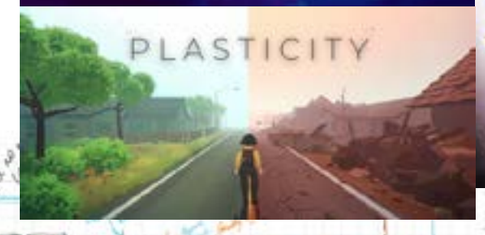


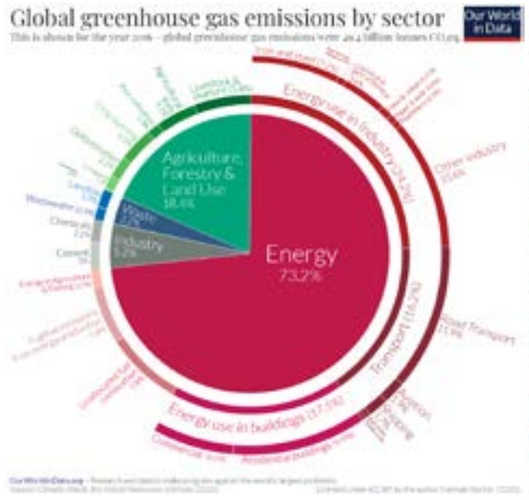


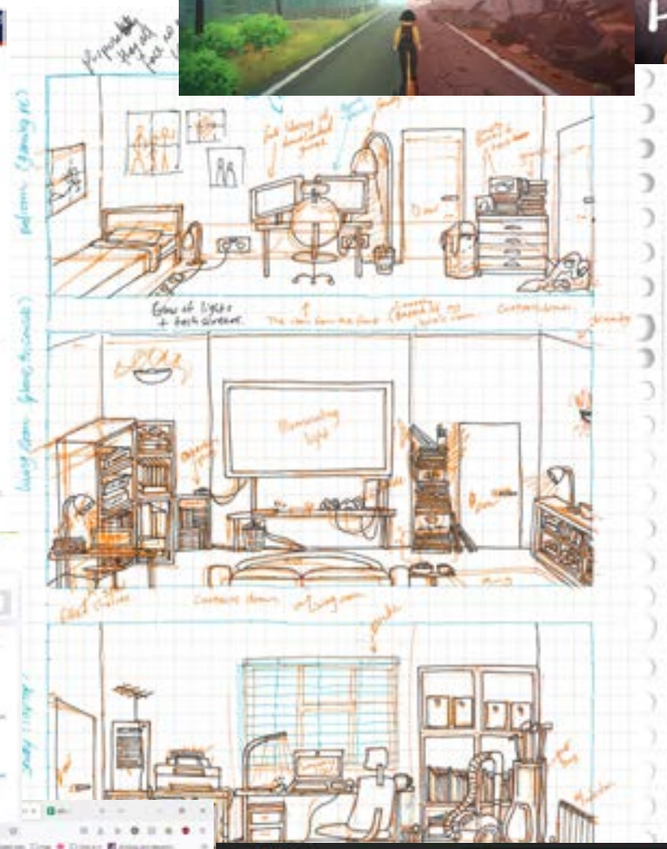
To Be Decided Later

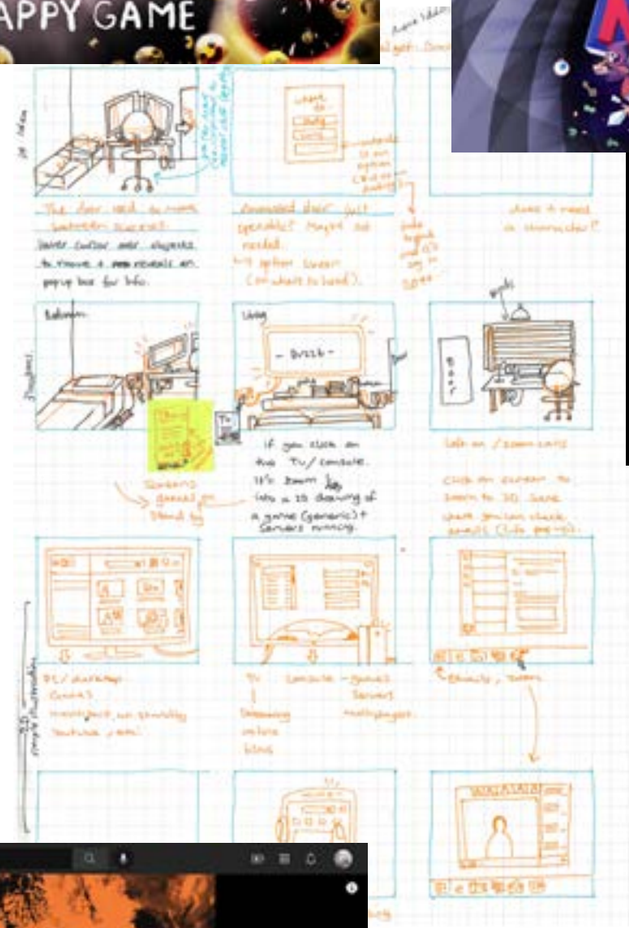
Research & Process
After looking into already existing climate change games, I wanted to make the game concept aimed to an audience in an area they're already producing a carbon footprint as mobile, pc and console gamers.

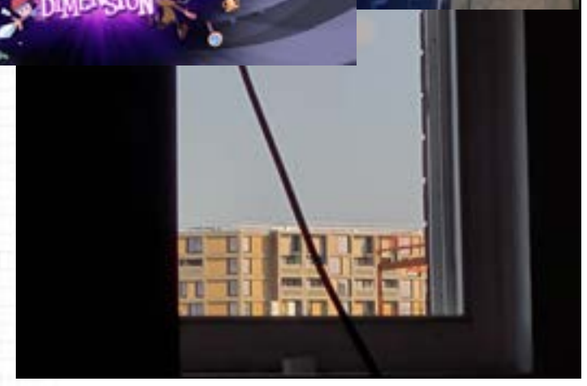






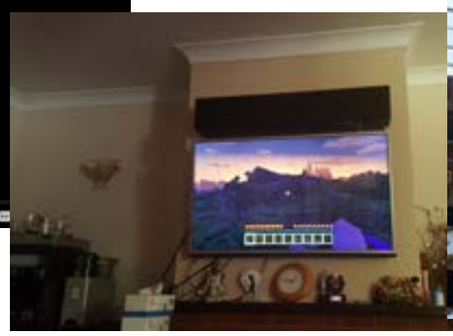






DEFOOOOOOOOOOOOOOOOOOOOOREST project by joana Moll

Google Arts & Culture Lab x Giorgia Lupi



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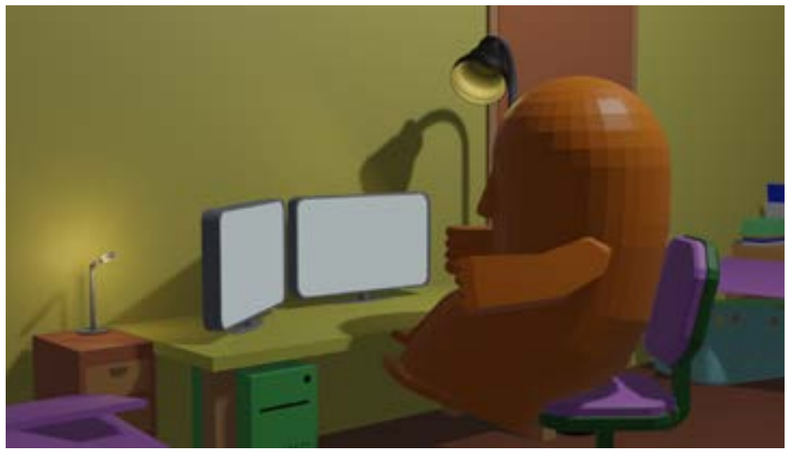
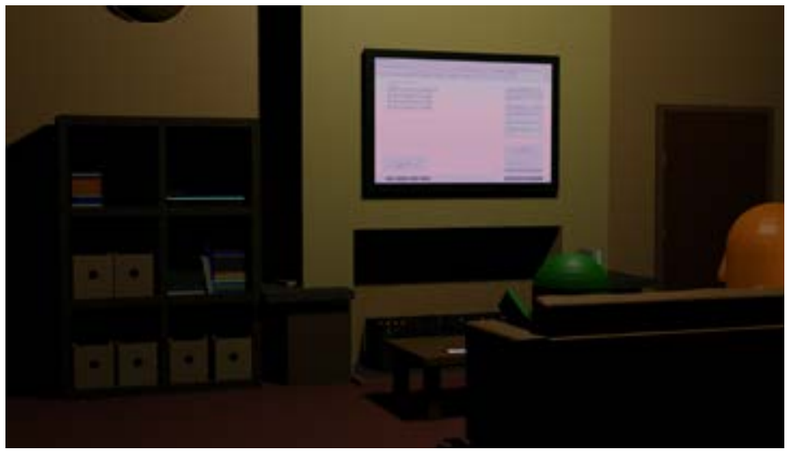
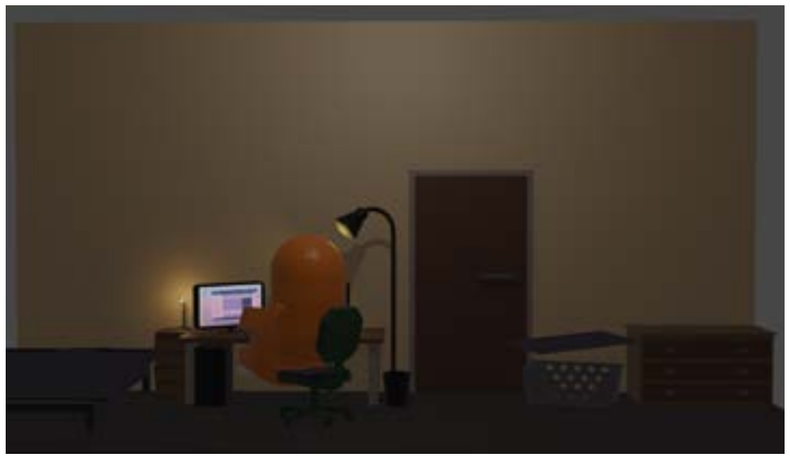
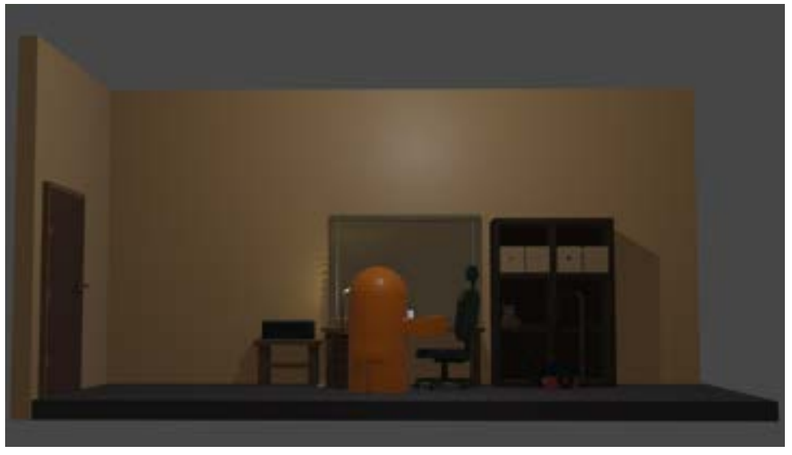
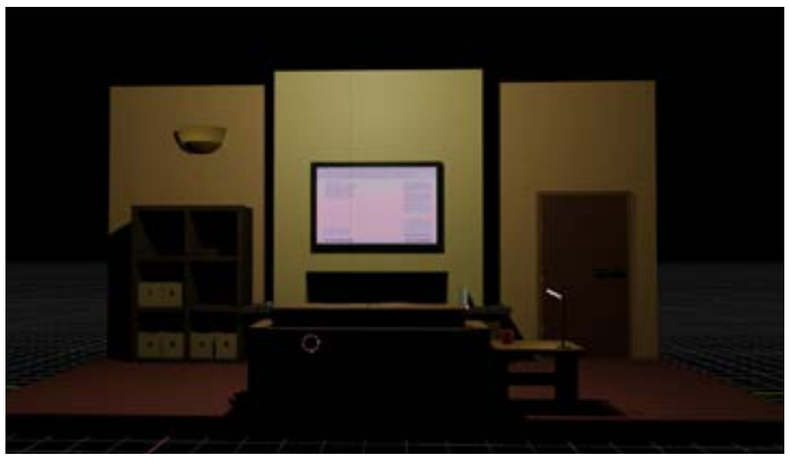
2021–22 Graduation Projects

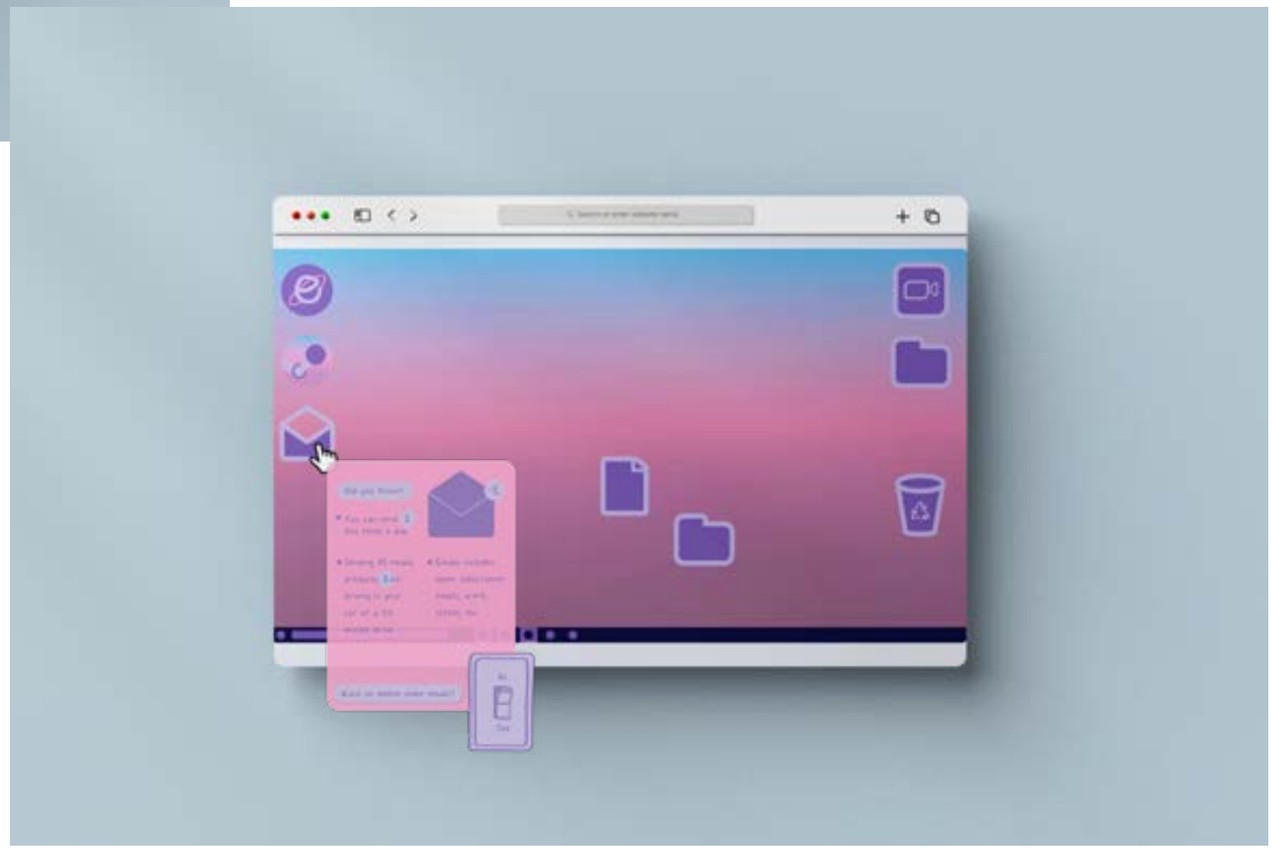
3D Process



To Be Decided Later

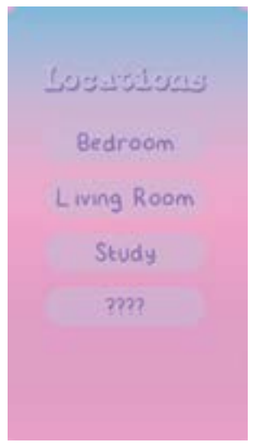
I used visual comparisons of data to be more digestible alongside suggested solutions within the interactive media to engage the audience to learning more. This will be a web-based game to make it more accessible to audience and reduces the amount of data needed to download the game.



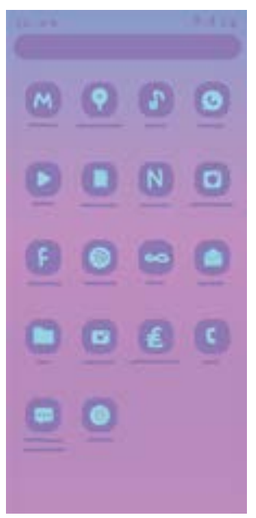
PC/ Laptop 2D UI

PC/ Laptop 2D UI

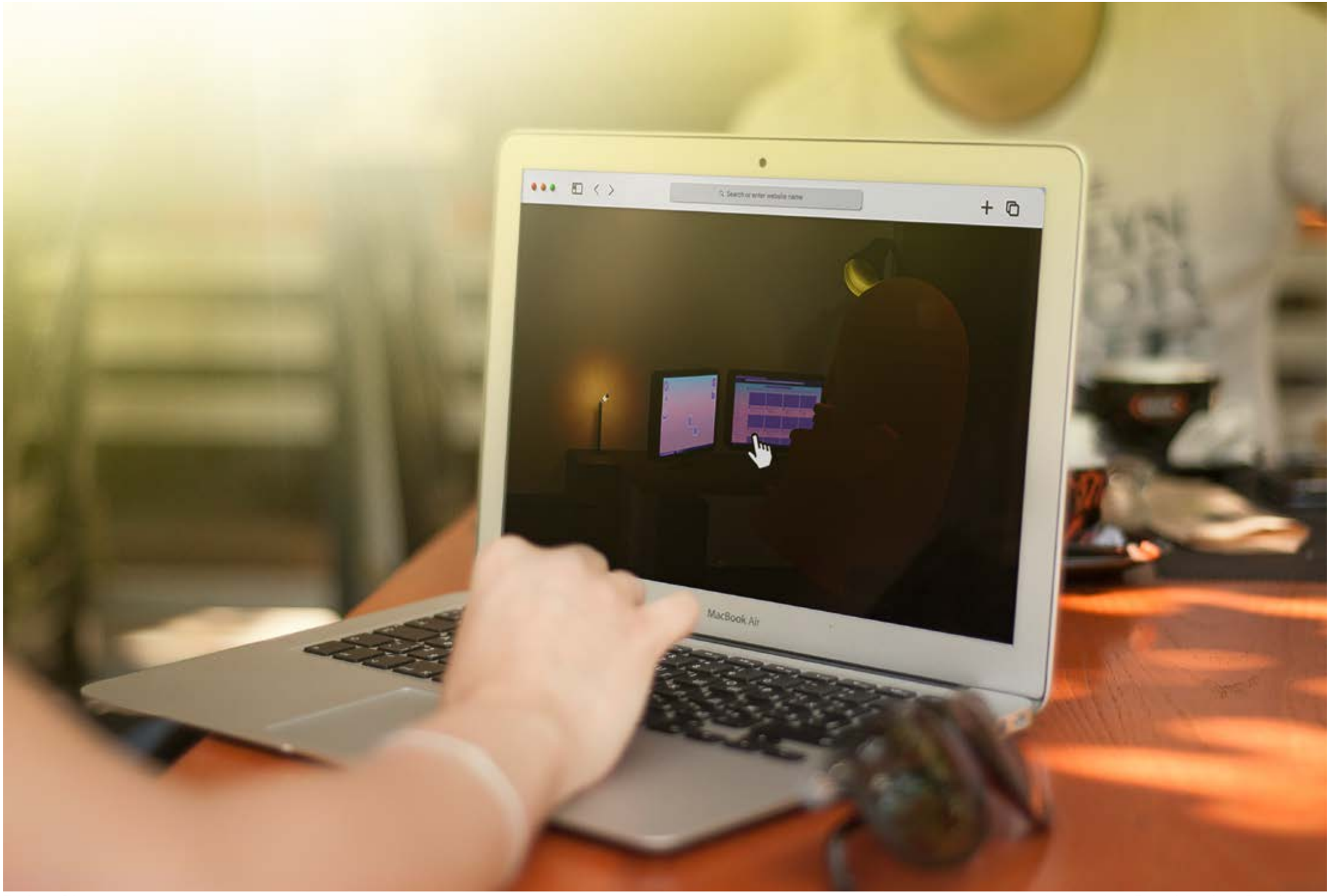
Info Box & Cursor



Mobile 2D UI



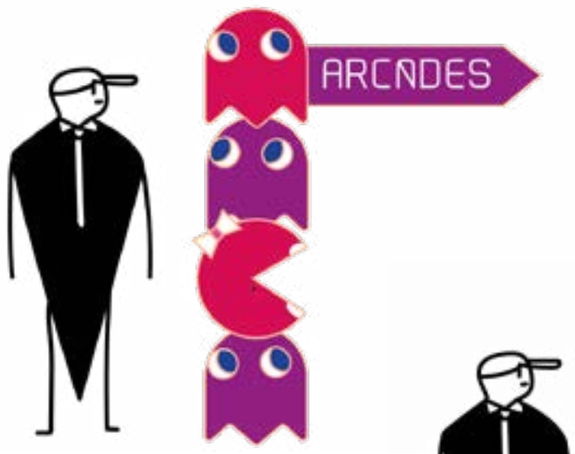
Console Game Server


MacBook Air

NVM Wayfinding

Why
This project uses simple typography to contrast the chaotic visuals of the layout, machines and sounds in the environment. The wayfinding created were in relation to the theme through the different colours used feminine and limited colours.

Since the National Videogame Museum were exhibiting games from the past 50 years they have a majority of masculine designs so to counteract with a more stereotypical pink/ limited colour palette.



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NVM Wayfinding

Research & Process
After visiting the National Videogame Museum, I had noticed it wasn't easily navigable and had limited wayfinding. In response, I developed a set of wayfinding through looking at existing and developing a concept with the theme of anti-brand around videogames.

National Videogame Museum

THIS WAY

DISPLAYS

ARCADES
ARCADES

>WORKSHOP>>
<WORKSHOP<<

NVM AR Advertisement

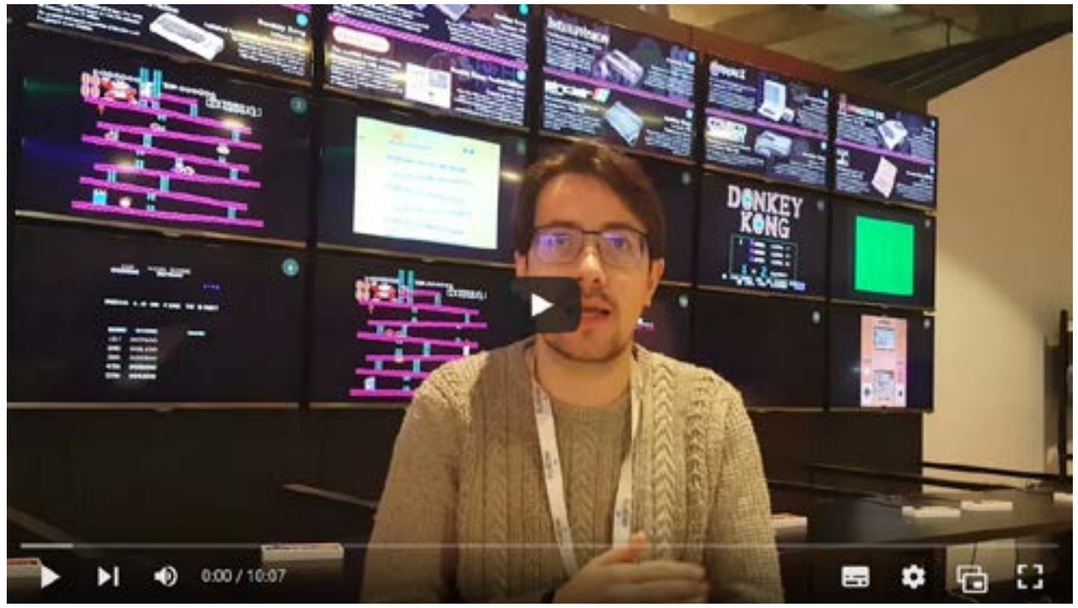
Why
This project was to outwardly advertise/ raise awareness of the National Videogame Museum as I realised they needed it when I was in their volunteering. Through the exploration of AR and social media for the teenagers in families.

I produced a concept of a series of AR mini-games which are some of the popular games in the museum. During the interview, the best type of AR would be visual and outside of Sheffield to encourage people to come to visit both the museum and the city.

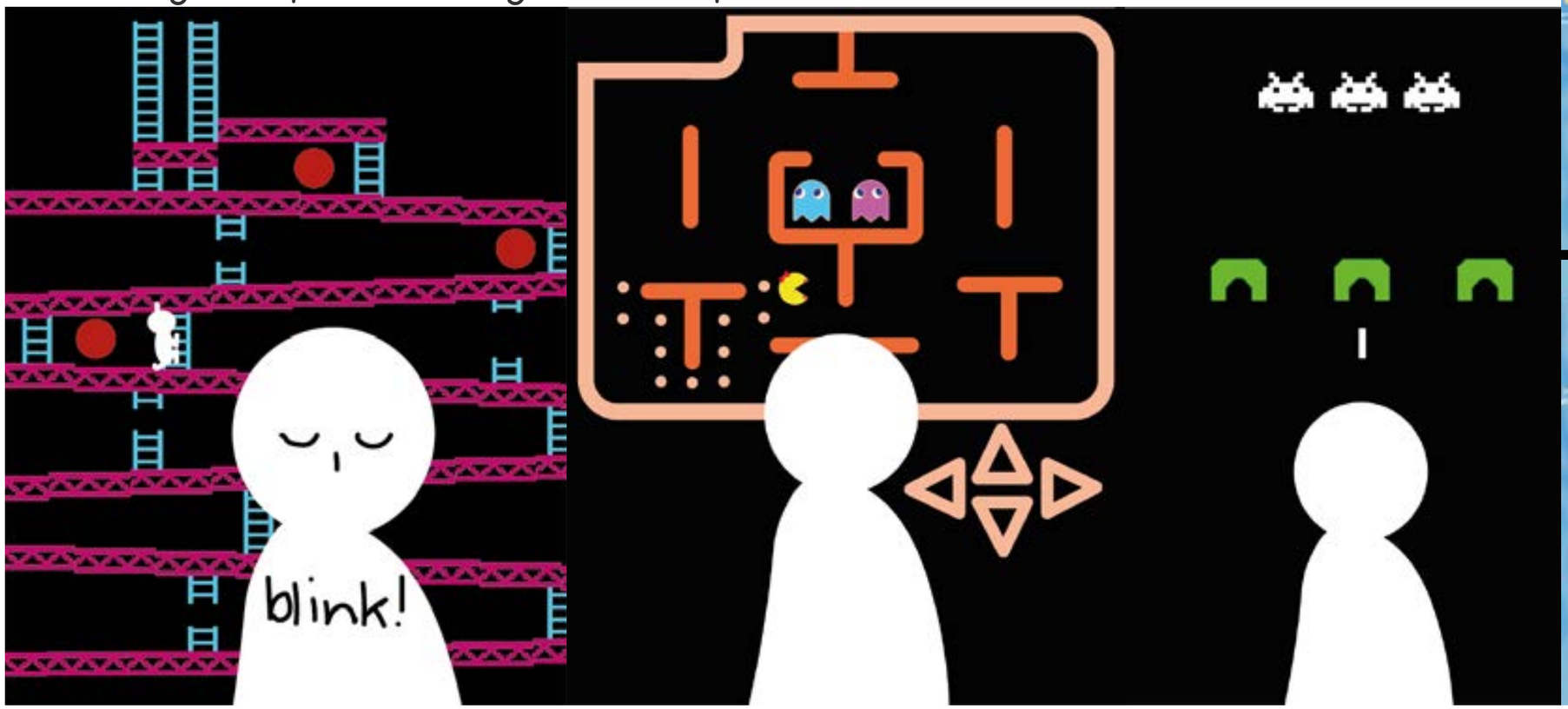
NVM AR Advertisement

Research & Process
During this process I was thrown a curve ball when learning to prepare for an interview and producing AR conceptually/ contextually. I was able to overcome the issues on the spot with a separate audio recorder and continued experimentation.

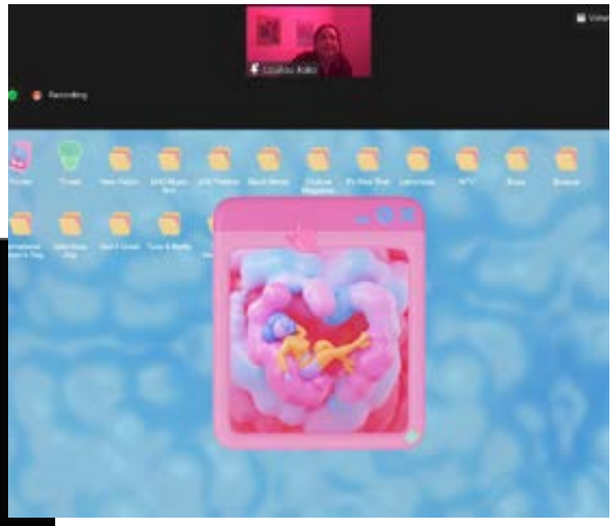
National Videogame Museum Interview

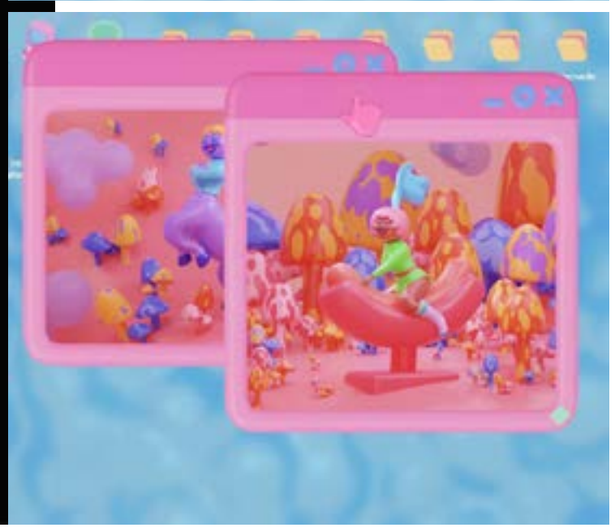


Other Designs for possible mini-games concepts



Loulou Joao





SPACE INVADERS
WELCOME
HOLD RECORD
TO START

Institutionalised Sexism In Games

Why
Through the exploration into how sexism found in games influenced our behaviour, I produced this project aimed at 16–24 year old who are likely gamers to recognise and teach a younger audience about this sensitive topic in form of an exhibition. I had wanted to use a softer approach rather than the shock tactic to start the conversation.

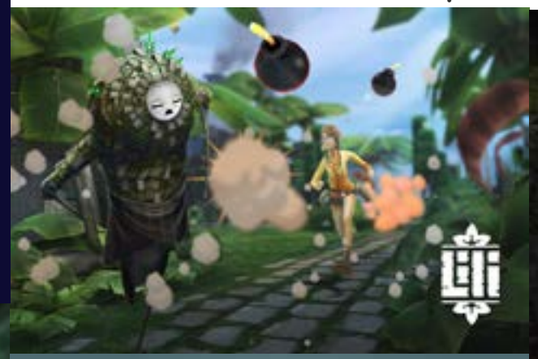
Institutionalised Sexism In Games

Research & Process

I have learnt the exploitation of the game industry with the overused plot devices such as damsel in distress which reinforces and maintained horrible stereotypes on gender groups. This influences carries on throughout the decades which leads to affecting people in everyday lives.

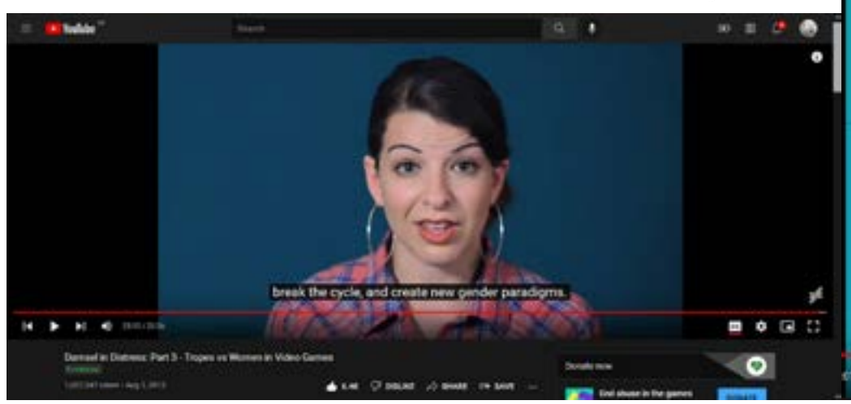
Games who teach and recognise

Games breaking stereotypes & Good narrative examples

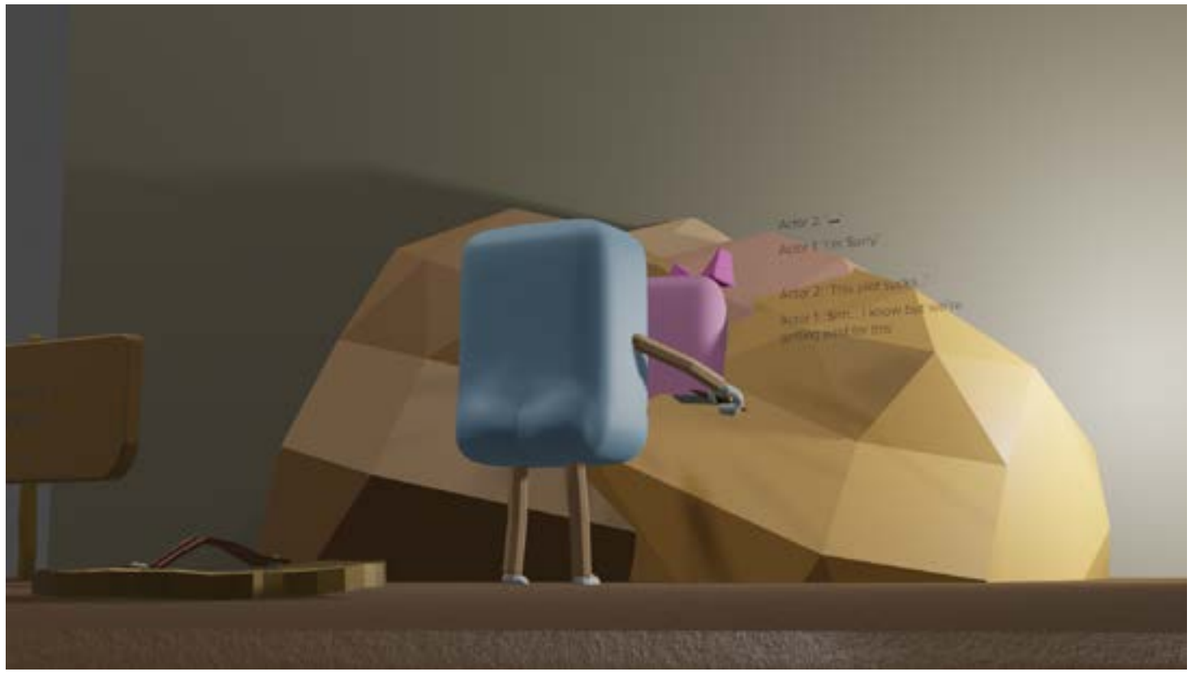


Historical relations

Feminine Frequency – YT



Institutionalised Sexism In Games



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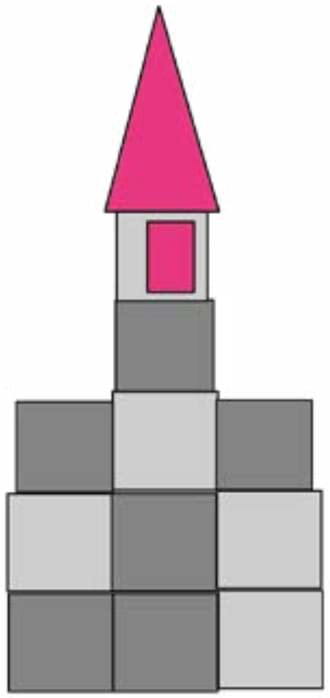
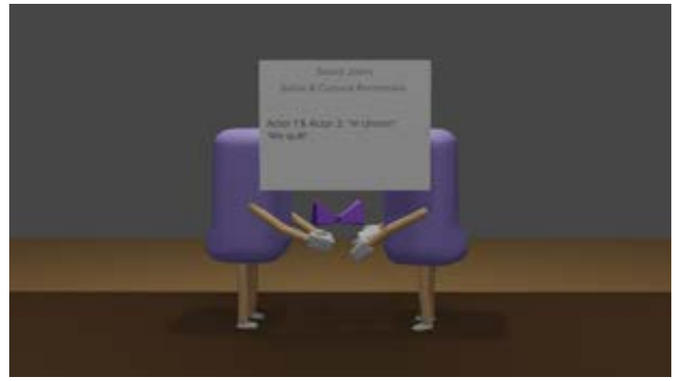
2021–22 Graduation Projects

Institutionalised Sexism In Games

Contextual
I visualised the space with an overwhelming sense of seriousness and this allows the audience to explore with their curiosity. There are hung curtains to divide up the sections and to challenge the parents to proceed alongside the suspended dialogue to add context to the environment.

On the back of each scene, there is information about the history, my research and development, perspective of both sides, and relevant mainstream games that also exploit these plot devices such as The Legend of Zelda and Mario franchise, as well as the damaging influence this could have on a younger audience.





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Thank you!
Got questions?
Just reach me!