

RU-tv Stories



Cheyenne Hidalgo is a junior at Rutgers majoring in Graphic Design

What's one interesting fact about yourself?

I was the valedictorian of my high school class (as if that matters now).

What is your role at RU-tv? What does it entail?

I am the motion graphic designer. My job is to rebrand the RU-tv identity in a modern/visually exciting way. I also create lower thirds for the various student-produced segments we have, as well as motion graphic bumpers (openings, title sequences, etc.).

Why did you choose to come to RU-tv? (Is it related to your major?)

I was actually recommended for this position by one of my professors. I have always been interested in graphics and animation, so this is the perfect place to build my skills in it.

Why did you choose to come to Rutgers?

I knew I wanted to come to Rutgers ever since I was in middle school. It has a great reputation and is extremely diverse. Rutgers opens up a window of opportunities for everyone involved in the community, no matter what their major is.

What do you hope to do after you graduate?

No matter where I go, I hope to work in a place where I can utilize my creativity in the numerous design mediums like web design, print design, motion graphic design, etc.

How will your work at RU-tv help you in the future?

Ru-tv is helping me build my skills as a motion graphic designer. As a graphic designer, skills in motion graphics makes me more marketable as a potential employee, and my RU-tv portfolio has already helped me land an awesome internship as well as freelance work for an award-winning producer!

What is your favorite part about working at RU-tv?

My favorite part about working here would have to be the people. They are all so extremely talented and fun to be around. It really is a pleasure being around them.