

## EXPERIENCE

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### GRAPHIC DESIGNER

**OODDA Inc.** | Full-Time | Aug 2022 – Jun 2023

- Designing assets such as banners, website icons, weekly social media posts and blogs on Instagram, Facebook, Amazon, and Google Ads.
- Collaborated with clients across various industries, mainly beauty, health, and electronics, on branding, logo design, website mockups, and UI development.
- Increased brand traffic and exposure through marketing collaterals, and managed email marketing design, copywriting, and weekly scheduling, contributing to over \$10,000 in sales per week.
- Launched over 6+ fully functional websites by working with web developers in the industry.

### MULTIMEDIA DESIGNER

**Zenlayer** | Internship | Apr 2021 – Apr 2022

- Produced motion graphics videos for the company's social media, internal/external events, partnership campaigns and sales and marketing media.
- UI designing such as banners, website icons, and social graphics for weekly social media posting and blogs on LinkedIn, Twitter, Facebook etc.
- Increased media exposure 250%, social media reach and engagement 300%, and digital/web traffic 150% in 3 months through targeted campaigns in gaming, media & entertainment, and e-learning.
- Create marketing collaterals for email campaigns, website, press releases and newsletters.
- Designing layout and icons for company assets such as product solution briefs, one pager, PowerPoint design and case studies.

### GRAPHIC DESIGNER

**Office of Undergrad Research** | Part-Time | Oct 2019 – Apr 2021

- UI Design graphics such as icons, logos, banners for programs, conferences and events for an audience of 4000+ students annually using mainly Adobe softwares such as Adobe Illustrator, Adobe Photoshop and Indesign.
- Created eye-catching vector graphics needed for social media such as Instagram, Facebook, X (Twitter), which increased the amount of viewers and followers.
- Assisting students affiliated with the Office of Undergraduate Research at front counter – answering questions about specific programs provided & phone calls.

### PEER EDUCATOR

**Mt. San Antonio College** | Part-Time | Aug 2018 – July 2019

- Designed flyers for upcoming events using Adobe Photoshop, Illustrator & Canva.
- Serviced in-district high school students on-campus and off-campus.
- Assisted students and parents at the information counter.
- Volunteer/helper at large events such as Junior's Day, DREAM Program, etc.
- Provided guided weekly campus tours for incoming MT.SAC students and family.

## EDUCATION

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### Thomas Jefferson University

Master of Science | User Experience & Interaction Design

August 2023 – Present, Expected graduation in May 2025

### California State Polytechnic University, Pomona

Bachelor's of Fine Arts | Visual Communication Design

August 2019 – June 2022

### Mt. San Antonio College

Graphic Design Major

Transfer Student

## TALENT & SKILLS

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- Website & App Design
- User Research/User Interview
- Usability Testing
- Wireframing & Prototyping
- Interface Design
- Hook Model Design
- Product Design
- Information Architecture
- Contextual Inquiry
- Sales & Marketing Design
- Javascript & C++ (Beginner)
- Conversational UI Design
- Arduino (Beginner)
- Multilingual

## TOOLS

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- Figma
- Adobe XD
- Adobe Creative Suite
- P5JS Web Editor
- Mailchimp
- Voiceflow
- Wordpress
- Magento 2

## PERSONAL INTEREST

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- Gaming
- Mechanical Keyboard building
- Huge foodie
- Traveling