Valerie Lo

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EXPERIENCE

Product Design Intern
CLICK, LLC *Jun 2018 – Aug 2018*
Managed large projects involving iOS interface design and prototyping for the mobile platform. Led all user surveys and usability testing. Oversaw the development of the style guide to establish and ensure Click's brand identity.

Lead Web + Graphic Designer
USC MARSHALL GSCM *Jan 2018 – Present*
Initiated the implementation of website design and maintenance of website operation. Designed all visual marketing materials through public relations initiatives to 5,000+ professionals around the world.

INVOLVEMENTS

Designer
USC LAVALAB *Aug 2018 – Present*
Designed and researched all aspects of an app development project, collaborating with product manager and two engineers.

Creative Director
USC ALPHA PHI OMEGA *Aug 2017 – May 2018*
Art-directed all promotional materials for apparel, print, and web. Designed digital biweekly newsletters to 160+ members.

EDUCATION

University of Southern California
Aug 2016 – May 2020
Bachelor of Arts in Graphic Design
Minor in Web Technologies + Applications
GPA: 3.83

SKILLS

Adobe: Illustrator, InDesign, Photoshop, Xd
Prototyping/UX: Sketch, Invision, Marvel
Programming: HTML5 + CSS3, JavaScript, PHP, Git