



hho.design
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SKILLS

DESIGN

Illustrator
Photoshop
InDesign
Lightroom
After Effects
Sketch
Figma
InVision
Keynote
ProCreate

MARKETING

Social Media
SEO
Copywriting
Event Planning

PROTOTYPE

Sketching
Storyboarding
Wireframing
User Research
User Personas
Illustration

FRONT-END

HTML5/CSS3
Javascript
jQuery
Bootstrap

LANGUAGES

English
Chinese

REFERENCES

Available upon request.

EDUCATION

OCT 2019 | UNIVERSITY OF CALIFORNIA, BERKELEY EXTENSION
APR 2020 | Professional Certification, UX/UI Design Bootcamp

SEP 2010 | UNIVERSITY OF CALIFORNIA, DAVIS
SEP 2014 | B.A. in Design Communication, Minor in Chinese

EXPERIENCE

NOV 2018 | MARKETING DESIGNER – EMAIL | SAN FRANCISCO, CA
PRESENT | Grand Rounds

General asset creation and design support for multiple departments. Lead email re-design efforts for GR member marketing. Created a visually cohesive iconography and illustration library for internal and external use. Collaborated with the marketing initiatives to re-design the event marketing experience for potential prospects and customers. Assisted with the Product team to redesign the onboarding process. Developed illustrations to the onboarding app.

MAY 2015 | VISUAL & GRAPHIC DESIGNER | OAKLAND, CA
OCT 2018 | Navis + XVELA

Art Direction and Graphic Designer for company of 400+ employees while providing additional support for Navis' startup company, XVELA. Partnered with Marketing and other departments in asset creation for print, digital, events and more. Managed multiple projects simultaneously from concept to delivery. Pitched new design concepts to key stakeholders. Served as the main designer behind for Navis World 2017, the Navis' biennial event for customers and developed concepts for Navis World 2019 before departure.

CREATIVE SERVICES GRAPHIC DESIGNER | OAKLAND, CA

Updated company branding standards for all offices. Asset creation for marketing, website, presentations, and trade shows. Created an online repository of graphics and content for internal use. Refined presentations for executives to secure partnerships and deals.

JAN 2015 | DESIGN & PRODUCTION | SAN JOSE, CA
PRESENT | FanimeCon, Foundation for Anime and Niche Subcultures

Working as a team of creatives that create new event space design assets every year. Collaborated with designers to create convention signage. Created branded PDFs and forms for staff use. Developed an instructional guide for staff members to properly request signs.

JAN 2013 | MARKETING & DESIGN INTERN | DAVIS, CA
SEP 2014 | The Culture C.O.- O.P.

Designed marketing collateral to help with campaigning promotions. Collaborated with other interns to plan and execute the 2013 International Festival at Davis.

JUL 2013 | GRAPHIC DESIGNER | DAVIS, CA
AUG 2014 | The Davis Anime Club

Served as staff officer for Davis Anime Club. Created marketing assets to promote club presence and social activities.