



**Victoria Yuen-Ruan**  
Visual Designer

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## Education

Mar 2016 **University of California, Davis**

Bachelor of Arts in Design  
with an emphasis in visual  
communication.

Linguistics minor.

Prytanean Women's Honor  
Society member 2012-2015

## Skills

### Tools

Adobe Creative Suite  
Github  
InVision  
Microsoft Office Suite  
Photography

### Languages

HTML5  
CSS3  
Javascript  
Processing

### Methods

Prototyping  
User Research  
Wireframing

### Social Media

Facebook  
Instagram  
Twitter  
Snapchat

## Leadership

Aug 2015 — **Pixel Graphic Design Club**

Present *Vice President*

Created weekly curriculum and lead  
workshops in web design introducing  
students to HTML, CSS, web-hosting,  
and file transfer.

Coordinated studio tours for design  
students to promote professional  
development.

Re-designed the Pixel Graphic  
Design club website and content  
utilizing a responsive layout to  
current web standards.

Trained future board members to  
host workshops and lead meetings.

## Experience

Apr 2015 — **Foodful.ly**

Present *Visual Designer*

Re-designed brand identity for consistency  
and better brand recognition.

Attended Big Bang! Business Competition with  
the team and awarded over \$10,000.

Jun 2015 — **Seagate Technology**

Aug 2015 *Visual Design Intern*

Designed exhibition graphics for the 2015  
Flash Memory Summit to attract attendees and  
visitors to the booth.

Developed and collaborated on marketing  
materials to promote web traffic through  
contests and e-mail.

Created mockups for the Creative Services  
Team webpage for clarity and organization.

Jan 2015 — **One Campus Health Coalition Initiative**

Aug 2015 *Creative Director*

Designed a brand identity to promote the  
coalition as a trustworthy resource to student  
health on campus.

Transformed fifteen-page word document into  
a well organized student guidebook to educate  
students about campus health resources.

Collaborated with the coalition leader and a  
group of students from various majors to  
develop a forum on sexual assault and mental  
health.

Oct 2012 — **UC Davis Center for Plant Diversity**

Dec 2015 *Student Assistant, Designer*

Researched user needs and pain points and  
analyzed user data in order to re-design the UI  
of the Herbarium website.

Developed a user flow and site architecture  
while maintaining certain features for the client  
to delineate efficient site use.

Designed promotional graphics for Herbarium  
events and maintained their social media  
presence.