
Victoria Yuen-Ruan

Visual Designer

Contact Information

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Education

Bachelor of Arts in Design

University of California, Davis | March 2016

Linguistics minor.

Prytanean Women's Honor Society 2012 - 2015.

Leadership

Vice President

Pixel Graphic Design Club
Davis, CA | August 2015 - March 2016

Coordinated weekly curriculum and lead workshops in web design introducing students to HTML, CSS, web-hosting, and file transfer. Trained future board members to lead meetings and workshops.

Skills

Tools: Adobe Creative Suite
Microsoft Word & PowerPoint
Photography
Sketch

Languages: HTML5 & CSS3
JavaScript

Methods: Prototyping
User Research
Wireframing

Experience

Freelance Graphic Designer

Freedom Enterprises, Project YX, Lucid Sound & Picture, Slide Tech
Santa Cruz, CA | May 2016 – Present

Designed in Adobe Photoshop and Illustrator e-mails, fliers, and social media posts for marketing campaigns to increase sales and maintain current user base for Freedom Enterprises. Created business cards and print ads for Lucid Sound & Picture to establish new brand identity. Designed title slides and other graphic elements for LS&P videos using Adobe AfterEffects.

Visual Designer (Contractor)

Baunfire
San Jose, CA | September 2016 – November 2016

Aided in production design work of corporate materials including PowerPoint presentations, datasheets, flyers, and postcards. Contributed stock photography and typography to create responsive website designs.

Visual Production Design Intern

Seagate Technology
Cupertino, CA | June 2015 - August 2015

Designed exhibition graphics for the 2015 Flash Memory Summit to attract attendees and visitors to Seagate's booth. Developed and collaborated on marketing materials to promote web traffic through social media contests and e-mail.

Visual Designer

Foodful.ly
Davis, CA | April 2015 - June 2016

Redesigned brand identity for improved brand recognition, consistency, and credibility. Developed illustrations and icons for the website and mobile application to improve usability. Prototyped tutorial screens for mobile app to help users navigate the application easily. Attended Big Bang! Business Competition with the team and awarded over \$10,000.