



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
Microsoft Office Suite
Photography
Sketch

Languages

HTML5
CSS3
Javascript
Processing

Methods

Prototyping
User Research
Wireframing

Social Media

Facebook
Instagram
Twitter
Snapchat

Leadership

Aug 2015 — **Pixel Graphic Design Club**

June 2016 *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

May 2016 — **Freedom Enterprises**

Present *Freelance Graphic Designer*

Design e-mails, fliers, and social media posts
for marketing campaigns to increase sales and
maintain current user base.

Apr 2015 — **Foodful.ly**

Jun 2016 *Visual Designer*

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

Developed illustrations and icons for the
website and mobile application to improve
usability.

Prototyped tutorial screens for mobile to help
users navigate the application easily.

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.

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.