Victoria Yuen-Ruan
Visual Designer

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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 Office Suite
Lifestyle & Product Photography
Sketch
Procreate on iPad

Languages: HTML5 & CSS3
Javascript

Methods: Prototyping
User Research
Wireframing

Experience

Graphic Designer
1440 Multiversity
Scotts Valley, CA | June 2017 – Present

Researched and iterated designs for 2019 Branding campaign. Shot and directed photoshoots for marketing use across our digital platform and print advertising. Created a variety of print materials daily to enhance the experience of 10,000+ guests. Consulted for the website and e-mail re-design. Designed templates and trained design contractors in the 1440 brand and style. Hand illustrated icons for in-house print materials and for the print Spring catalog distributed to over 100,000+ mailing list.

Freelance Graphic Designer
Freedom Enterprises, Project YX, Lucid Sound & Picture
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 responsive website design.

Visual Production Design Intern
Seagate Technology
Cupertino, CA | June 2015 - August 2015

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