



**Victoria Yuen-Ruan**  
Visual Designer

www.yuenruan.me  
v.yuenruan@gmail.com  
(619) 335-7132

## 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**

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.