

WORK EXPERIENCES

The Kool Hair Studio — Brand & Graphic Designer

APRIL 2024 - PRESENT

Created a cohesive brand identity by designing a custom logo, implemented comprehensive design systems, and produced impactful graphic design visuals. Showcased proficiency in designing brand merchandise mockups, such as signage, t-shirts, and business cards, ensuring a unified brand presentation.

Google Developer Student Clubs — Vice President & Design Director

JAN 2023 - MARCH 2024

Led the comprehensive redesign of the club's website, which initially attracted fewer than 10 monthly visitors. Utilizing Figma, I developed new desktop and mobile versions featuring custom visuals, all while ensuring adherence to Google Developer's brand guidelines. Collaborated closely with a team of four developers, leveraging tools such as Notion, Slack, Jira and Firebase, to seamlessly translate design concepts into functional implementation. Additionally, managed 2 product cohort teams and closely mentored 2 product designers and 2 graphic designers.

Created all social media posts, recruitment flyers, posters, merchandise, and visual content for the club, resulting in notable achievements: a 200% increase in social media followers, over 200 merchandise sales, and a 150% rise in club sign-ups within a year. Furthermore, I expanded our design team by conducting over 30 interviews and onboarding five new designers.

#Include — Product Designer

JAN 2023 - JUNE 2023

Developed a desktop and mobile website for the Interactive Elementary Learning Center, a newly established tutoring company. Collaborated with designers, developers, and client to successfully launch a site that served as the primary platform for information and registrations. Within two months, achieved a remarkable 300% increase in sign-ups for tutors and students. Additionally, created the brand identity, encompassing logo, typography, and color schemes.

Botanik Herbs & Tea — Graphic Designer & Product Photographer

JAN 2023 - JUNE 2023

Played a key role in a collaborative team effort with four designers to develop a merchandise line using Adobe Illustrator, Procreate, and Photoshop. Over four months, iterated on more than 30 logos and designs, culminating in the successful launch of tote bags for the company. This experience allowed for significant growth in graphic design skills and professional product photography. Provided constructive feedback to team members and supported the CFO in the redesign of his website.

EDUCATION

University of California, Davis — B.A., Design, Minor in Psychology

SEPT 2020 - JUNE 2024

Graduated with Honors — Dean's Honor List at UC Davis (4.0 GPA Achievement) from 2020-2024

TOOLBOX

Figma, Illustrator, Photoshop, InDesign, InVision, HTML/ CSS, Processing

Communication, Design Systems, Human Interface, Interaction Design, Presentation Design, Product Thinking, Prototyping, User Research, Visual Design