

# Alicia Tang

DIGITAL BRANDING AND USER EXPERIENCE DESIGNER

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## projects

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### PRODUCTION DESIGNER

*A Conversa-*, student short film

February 2016 to May 2016

- Designed and implemented a physical environment to visually represent a script
- Created beer bottle labels to be used as a prop
- Researched color theory and created color palettes

### DESIGNER

*Story Space*

January 2016 to May 2016

- Designed an interactive story-sharing website
- Collaborated with a designer and a developer
- Created a site map, wireframes, mockups and prototypes
- Tested prototype on users and gathered feedback

### WEB TEAM LEAD

*UC Davis Design Career Fair*

November 2015 to May 2016

- Designed and developed an event-based website with a team of 5 other designers
- Created wireframes, mockups and prototypes
- Conducted feedback sessions on design iterations and development questions
- Presented progress reports on a weekly basis to peers
- Organized and delegated tasks

## experience

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### TEMPORARY PRODUCTION ASSOCIATE

*Chairish*

October 2016 to January 2017

- Populated listings with provided digital images
- Transcribed listing information into Chairish templates
- Applied color, style and type tags to products

## education

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### BACHELOR OF ARTS IN DESIGN AND COMMUNICATION

*University of California, Davis*

June 2016

## skills

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### SOFTWARE

Sketch  
Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Adobe After Effects  
iMovie

### CODE

HTML  
CSS  
Javascript  
Foundation  
Github

### COGNITIVE

Organization  
Attention to detail  
Problem solving