

JOEY YE

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SUMMARY OF QUALIFICATIONS

- Flexible and reliable creative who can work in fast-paced environments, as demonstrated by experience managing and working among various teams with short turnarounds.
- Proficient in Adobe Creative Suite, Microsoft Office, Google Workspace, CAD software (AutoCAD, SolidWorks) and social media.
- Fluent in English and French, proficient in Cantonese and Mandarin, elementary in Spanish.

EDUCATION

University of California San Diego

Bachelor of Arts in Interdisciplinary Computing and the Arts, Graduation June 2028

Port Moody Secondary School

International Baccalaureate Diploma Programme, Graduation June 2024

PROFESSIONAL EXPERIENCE

Marketing Lead & Photographer

UCSD Ice Hockey La Jolla, CA OCT 2024 – Present

Team Management

- Directed a five-person creative team to curate the team's image in accordance with strict university guidelines, while increasing brand awareness and working closely with official UCSD social media.
- Coordinated with the team's players for advertising, events, and ticket sales.

Social Media Management

- Created and planned consistent social media posts to Instagram, TikTok, and Facebook using the Adobe Creative Cloud to design promotional graphics and videos.
- Utilized photos and videos taken first-hand, requiring quick turnarounds and efficient processing.
- Served as primary link to public through social media, responding to message inquiries.

Graphic Designer & Business Team Member

Triton Racing La Jolla, CA OCT 2024 – Present

Graphic and Computer-Aided Design

- Drafted social media posts following team activity, maintaining a consistent public image for the team.
- Modeled and manufactured miscellaneous items in Photoshop, AutoCAD, and SolidWorks such as nameplates, keychains, and business cards.

Public Relations

- Facilitated relationships with sponsors to ensure funding for the team, upholding ongoing professional communication between all parties.
- Catered towards sponsorships in promotional events, competition, and social media.

LEADERSHIP ACCOMPLISHMENTS

Principal Cellist

Coquitlam Youth Orchestra Coquitlam, BC SEP 2019 – JUN 2024

- Led and worked in tandem with a cello section of 10 people, serving as primary link to the conductor.

Art & Animation Club President

PMSS Art & Animation Club Port Moody, BC SEP 2019 – JUN 2024

- Organized meetings and artistic workshops, curated submissions for monthly school art magazine, and served as a liaison between students and faculty.

HONORS, AWARDS & RECOGNITIONS

- Port Moody Secondary School, Honor Roll JUN 2021 – JUN 2024
- Scholastic Art & Writing Competition, Silver Medal JAN 2023