

# April Ding

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## EDUCATION

University of California, Los Angeles  
BA, Design Media Arts

Graduated Spring 2020  
GPA: 3.80

Rhode Island School of Design  
Summer Graphic Design Intensive

Jun 2018–Aug 2018

## WORK EXPERIENCE

**Design Intern, B-Reel**

Feb 2020 – Mar 2020

- Illustrated a set of 24 geofilters for Google Earth's virtual photo booth feature to create enticing user experience
- Storyboarded voice assistant game flow, drafted dialogues, prototyped user interactions to ideate an engaging voice-based home experience
- Ideated interactive virtual avatars using VR sculpting, and pitched ideas for Slack-based messaging games on digital LED signage to encourage interactions between multiple office locations

**UI Design Intern, Vertebrae**

Jun 2019 – Aug 2019

- Created 10+ versions of animated icons for a more streamlined Web-AR experience for E-Commerce and performed usability testing for AR service interface, and built a strategic design based on user data and 3D interface accessibility research
- Redesigning responsive wireframes and prototypes for the company's website in Adobe XD and worked closely with engineers to implement site layouts in Wordpress to improve presentation of the company's mission, services and production pipelines
- Produced static and video mockups that highlight Web-AR experience flow, designed marketing collaterals for paid media ads, webinars, and case study templates to increase brand awareness

**Graphic Designer, UCLA Institute of Transportation**

Apr 2019 – Jan 2020

- Provided infographics for 50+ pages of research reports, managed and retouched photo assets, and designed various sizes of event flyers to encourage community participation in speaker events
- Conceptualized the visual identity and email marketing campaigns to promote the 2019 Arrowhead Symposium attended by transportation policymakers

**Layout Designer & Illustrator, Daily Bruin**

Sep 2016 – Aug 2019

- Designed 120+ editorial layouts for news articles, concisely delivering stories by utilizing visually engaging typography, color, and grids
- Worked with reporters to illustrate appropriate art content ranging from digital painting to vector drawings

## PROJECTS & EXTRACURRICULARS

**UX Designer & Web Developer, "Happy Indoors"**

Aug 2020 – Present

- Ideate and prototype a voice-driven web experience to make positive impact on social media during the 2020 quarantine
- Collect user research data on Instagram and illustrate vector assets based on user responses
- Build the framework with HTML/CSS and develop an audio-triggered animation system with Javascript libraries p5.js and paper.js

**Art Director, Indoor Recess Ad Competition Participant**

Aug 2020 – Aug 2020

- Prototyped out-of-home, Instagram, app mockups in Figma, and designed templates for the final pitch deck to present the strategy concisely
- Selected out of 330 applicants to solve Design Music Group's creative brief, ideated implementation of modern visual storytelling on established classic brands

**Graphic Designer, UCLA Korean Culture Night**

Oct 2018–May 2019

- Communicated with executive producers to develop on-brand visual identity for a performance with 1k+ audience
- Designed digital assets for social media, t-shirts, posters, and show booklet to promote show content

## SKILLS

- Proficient in Photoshop, Illustrator, InDesign, After Effects, Cinema 4D/Maya, Figma, Adobe XD
- Highly skilled at front-end development using HTML/CSS, Javascript (PaperJS/p5JS/ThreeJS/JQuery)
- Experienced in graphic design, UI/UX, web development, editorial, motion design, 3D modeling, with special interests in creative coding and AR/VR innovative technologies
- Native proficiency in Mandarin Chinese and English
- Currently completing ReactJS course from Coursera and Animation Bootcamp from School of Motion