

Brenda Yu

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EDUCATION

Carnegie Mellon University, Bachelor of Science May 2027
Intended Majors in Information Systems and Human-Computer Interaction; Minor in Architecture
Relevant Coursework: Digital Service Innovation, Designing Human Centered Software, User-Centered Research Evaluation
Monteverde Institute, Summer Study Abroad Program in Costa Rica May - June 2024
Gabrielino High School June 2023

WORK EXPERIENCE

Designer & Marketing Assistant January 2025 - Present
University Stores | Pittsburgh, PA

- Engaged in the creation of merchandise designs, developed engaging social media content, and conducted trend research to promote university store products and events while working closely with the Marketing Specialist

Lifeguard & Swim Instructor January 2021 - Present
City of Alhambra Recreation Department | Alhambra, CA

- Trained adolescents to improve their swimming skills while ensuring a safe environment for all patrons

Summer Research Assistant May 2024 - June 2024
Monteverde Institute | San Jose, Costa Rica

- Conducted research on bird diversity in reforested areas to assess ecological trends and biodiversity restoration effort
- Utilized bird capturing techniques, including mist-netting, to collect comprehensive data on bird populations

Marketing Intern November 2021 - March 2022
Archdiocesan Youth Employment | Los Angeles, CA

- Coordinated with Magick Goods to establish effective marketing strategies to boost product visibility and engagement
- Produced visual content with Adobe Creative Cloud and Canva to elevate brand presence on social media platforms

Graphic Illustrator September 2020 - Present
Redbubble Online Marketplace | Los Angeles, CA

- Designed and distributed custom hand-drawn and digital graphics through an online platform to build a diverse range of digital art and illustrations tailored to target audiences and clients across many industries

ADDITIONAL EXPERIENCE

Outreach Team Member January 2025 - Present
User Experience Association CMU | Pittsburgh, PA

- Organized events and activities while building connections with professionals and industry experts to create valuable learning experiences and networking opportunities for students interested in user experience design

Project Designer October 2024 - Present
Asian Student Association CMU | Pittsburgh, PA

- Collaborated with a multidisciplinary team to conceptualize, design, and construct a dynamic multi-story structure, integrating creative elements to craft an immersive experience for the 2025 Carnegie Mellon Spring Carnival

Muralist & Fine Artist September 2022 - December 2024
City of Alhambra Recreation Department | Alhambra, CA

- Painted seasonal banners and large-scale murals while aligning with annual themes and maintaining a cohesive aesthetic to enhance the atmosphere of the pool facility and environment

SKILLS & ACTIVITIES

Activities: User-Experience Association, Women In Business Organization, Club Swimming, Asian Student Association, American Institute of Architecture Students (2023-24)
Technical Skills: Python, HTML, Adobe Creative Suite, Rhinoceros 3D, Figma, Notion, Canva
Languages: English, Cantonese, Mandarin (intermediate), Spanish (intermediate)