

Caleb Sun

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Education

Carnegie Mellon University
May 2025
Bachelor of Design
Minor in HCI

Honors

Dean's list
Student Merit Award

Skills

Digital

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe After Effects
Figma
Solidworks
Procreate
HTML/CSS

Analog

Rapid prototyping
Storyboarding
Drawing

Technical

Persona building
Wire-framing
Generative research
User testing
User interviews

Experience

Vela Projects

Brand Designer — February 2023-Present

- Redesigned company logo and implemented branding usage guidelines
- Created branding documents compatible with Google-based platform
- Designing website for company use in accordance to brand guidelines
- Project managing and collaborating with company founder to meet deadlines

Project Smile

Design Lead — December 2022-Present

- Creating social media marketing content according to brand guidelines
- Redesigning branding guidelines and materials
- Designing website for organization use in accordance to brand guidelines

User Experience Association

Co- VP of Content — April 2023 - Present
Content Team — August 2022 - April 2023

- Scheduled and interviewed various UX professionals
- Wrote and edited content for newsletter, delivering on tight deadlines
- Designed thumbnailing system for newsletter publication in accordance to wider organizational branding guidelines
- Partaked in collaborative efforts to improve and iterate off of existing newsletter format and delivery methods, increasing readership significantly

SparrowUp

UX/Graphic Design Intern — August 2022 - December 2022

- Developed low and high-fidelity digital prototypes for app features with Figma
- Collaborated with product teams to mockup new features
- Designed content for social media and performed competitor research

Projects

Hash — Design a tool for designers that leverages AI technology

March 2023

- Lead collaborative brain-storming sessions with a team of four to fully conceptualize an AI-based product
- Headed the visual and product design of a fully-realized digital application in 36 hours and presented to different stakeholders
- Awarded Best Visual Design against 16 competing teams

Take 2— Create a product that enhances life using emerging technologies.

August 2022 - December 2022

- Conducted user research with generative research tools
- Collaborated with team of three to conceptualize a speculative platform incorporating emerging technologies and user research
- Created high-fidelity digital prototypes for speculative app using Figma