

Callista Wu

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EDUCATION

University of California, Los Angeles
Graduating March 2021
Major: Psychobiology, B.S.
Minor: Gerontology

SKILLS

Programs: Slack, Figma, Microsoft Office

Adobe: InDesign, Illustrator, Photoshop, Lightroom, XD

Other: HTML/CSS, R

Languages:
Conversational in Mandarin and Cantonese

AWARDS

First Place - Best Newspaper Front Page Design
California College Media Association (2020)

First Place - Best Multimedia Package
California College Media Association (2020)

Pinnacle Award Honorable Mention - Best Newspaper Photo Spread
College Media Association (2019)

Honorable Mention - [Honey] Best Consumer Hack
LA Hacks 2020

Best Designer
Daily Bruin (2019)

Daily Bruin
UCLA
www.dailybruin.com
October 2017-present

THINQ (The Health Improvement and iNnovation in Quality Collaborative)
Ronald Reagan UCLA Medical Center
April 2019-present

Medical Visits Program Research Associate
Ronald Reagan UCLA Medical Center
June 2018-June 2019

UCLA New Student Advisor
UCLA New Student & Transition Programs
April 2018-January 2019

UCLA Undergraduate Science Journal
January 2018-present

Boba Watch
www.boba.watch
April 2019-present

UCLA Creative Labs Project Co-Lead
www.flux.rip
March 2019-June 2019

Undergraduate Research Journal of Psychology
September 2018-June 2019

EXPERIENCE

Design Director (June 2019-present)
Assistant Design Director (June 2018-June 2019)

- Designed for campuswide newspaper, oversaw design staff, and managed daily print production and print projects
- Developed and managed web design production and served as lead UI/UX designer for interactive external sites
- Cross-trained in Copy, Graphics, Photo, and Online

Director of Marketing (June 2020-present)
THINQ Research Fellow (September 2019-present)

- Conducted clinical research aimed to improve the quality of care delivery within the Department of Internal Medicine
- Compiled and analyzed data collected during 800+ medical bedside rounds on efficacy of MD-RN communication and presented findings in a poster publication
- Independent study of UCLA Health's Medical Visits Program and implemented quality improvement using lean methodology
- Worked closely with the Geriatrics Department administrative staff to improve workflow organization and scheduling efficiency and presented findings in a poster publication
- Academic and peer advisor for an entering class of over 9,500 UCLA students and over 1,500 family members
- Provided counseling and support to new undergraduates in curriculum, student services, and personal issues related to transitioning to the university

LEADERSHIP & ACTIVITIES

Editor in Chief (June 2020-present)
Managing Editor of Layout (June 2019-June 2020)
Assistant Managing Editor of Layout (June 2018-June 2019)

- Produced creative design of the journal's layout and branding
- Managed and trained layout staff
- Organized workshops on peer review, editing, and design
- Co-founded and served as the lead designer for a progressive web application for tracking finances
- Application supports 5K+ registered users, maintains several hundred weekly active users, and has over 22K+ pageviews
- Project manager for a team of 8 developers and designers for a web application showcasing user-centered design
- Worked as the lead UI/UX designer, trained team designers, and worked in collaboration with developers for design iteration

- Served as sole graphic designer to design the journal's layout
- Produced promotional flyers and displays for fundraisers and workshops