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

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

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

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

[Honey] Best Consumer Hack
Honorable Mention
LA Hacks 2020

Best Designer
Daily Bruin (2019)

EXPERIENCE

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

Design Director (June 2019-present)
Assistant Design Director (June 2018-June 2019)
Designer (October 2017-June 2018)
- 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

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

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 830+ medical bedside rounds on efficacy of MD-RN communication and presented findings in a poster publication
- Designed branding assets and recruitment materials
- Managed organization's website and social media platforms

UCLA Health Medical Visits Program
Ronald Reagan UCLA Medical Center
June 2018-June 2019

Research Associate (June 2018-June 2019)
- 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

UCLA New Student & Transition Programs
April 2018-January 2019

New Student Advisor (April 2018-January 2019)
Mentoring Network Mentor (September 2019-January 2019)
- 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

UCLA Undergraduate Science Journal
January 2018-present

Editor in Chief (June 2020-present)
- Managed review, editorial, and layout boards and staff of 30+
- Oversaw yearlong production of the journal
- External communication liaison during production process

Managing Editor of Layout (June 2019-June 2020)
Assistant Managing Editor of Layout (June 2018-June 2019)
Layout Board Member (January 2018-June 2018)
- Produced creative design of the journal's layout and branding
- Managed and trained layout staff
- Organized workshops on peer review, editing, and design

Boba Watch
www.boba.watch
April 2019-present

Co-Founder and Lead Designer (April 2019-present)
- Created progressive web application for tracking finances that supports 5K+ registered users, maintains several hundred weekly active users, and has over 22K+ pageviews
- Designed all branding and marketing content

UCLA Creative Labs
www.flux.rip
www.pondi.me
January 2019-June 2019

FLUX Project Co-Lead (March 2019-June 2019)
- 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

Pondi Designer (January 2019-March 2019)
- Worked as a UI/UX designer to create brand identity and design for a web application for introspective journaling

UCLA Medical Friends
September 2018-March 2020

Mentor (September 2018-March 2020)
- Mentored pre-health undergraduates in course planning, extracurriculars, and navigating pre-professional resources

Undergraduate Research Journal of Psychology
September 2018-June 2019

Graphic Designer (September 2018-June 2019)
- Served as sole graphic designer to design the journal's layout
- Produced promotional flyers and displays for fundraisers, workshops, and events

myUCLA Health Ambassadors
Ronald Reagan UCLA Medical Center
November 2017-June 2019

Training Intern (May 2018-June 2019)
Volunteer (November 2017-June 2019)
- Enrolled, assisted, educated, and surveyed patients on usage of the myUCLA Health portal in outpatient clinics
- Collected survey data for the hospital's research initiatives
- Organized recruitment, orientation, and on-site training of new volunteers

Measuring to Achieve Patient Safety
Ronald Reagan UCLA Medical Center
January 2018-September 2018

Volunteer (January 2018-September 2018)
- Facilitated improvement of patient safety processes by observing clinical processes, performing audits, and providing feedback to UCLA Health management
- Used audit tools on handwashing and personal protective equipment to measure adherence to safety protocol

Medical Aid Initiative
UCLA Health
October 2017-June 2018

Publicity Committee Intern (January 2018-June 2018)
- Worked shifts organizing unused medical supplies from UCLA Health to be donated to various global health organizations
- Served as a liaison with external donation requests