

Callista Wu

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EDUCATION

University of California, Los Angeles

Graduating March 2021

Major: Psychobiology, B.S.

Minor: Gerontology

SKILLS

Programs: Figma, Slack, Microsoft Office

Adobe: InDesign, Illustrator, Photoshop, Lightroom, XD

Programming: R, Stata

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)

Most Helpful Staffer

Daily Bruin (2019, 2020)

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

UCLA Health Medical Visits Program

Ronald Reagan UCLA Medical Center

June 2018-June 2019

UCLA New Student & Transition Programs

April 2018-January 2019

UCLA Undergraduate Science Journal

www.uclausj.weebly.com

January 2018-present

Boba Watch

www.boba.watch

April 2019-present

UCLA Creative Labs

www.flux.rip

www.pondi.me

January 2019-June 2019

UCLA Medical Friends

September 2018-March 2020

Undergraduate Research Journal of Psychology

September 2018-June 2019

myUCLA Health Ambassadors

Ronald Reagan UCLA Medical Center

November 2017-June 2019

Measuring to Achieve Patient Safety

Ronald Reagan UCLA Medical Center

January 2018-

October 2018

Medical Aid Initiative

UCLA Health

October 2017-June 2018

EXPERIENCE

Design Director (June 2019-present)

Assistant Design Director (June 2018-June 2019)

Designer (October 2017-June 2018)

- Designed for daily student 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
- Produced designs and marketing content for digital platforms

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 1000+ 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 digital platforms

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

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

Editor in Chief (June 2020-present)

- Managed review, editorial, and layout boards and staff of 60+
- Led staff training and oversaw year-long production of 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

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 50K+ unique pageviews
- Designed all branding and marketing content

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

Mentor (September 2018-March 2020)

- Mentored pre-health undergraduates in course planning, extracurriculars, and navigating pre-professional resources

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

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

Volunteer (January 2018-October 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

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