

# Callista Wu

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## EDUCATION

**University of California, Los Angeles**  
August 2017-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)

**Kaiser Permanente**  
Pasadena, California  
June 2021-present

**Daily Bruin**  
UCLA  
[www.dailybruin.com](http://www.dailybruin.com)  
October 2017-June 2021

**THINQ (The Health Improvement and iNnovation in Quality Collaborative)**

Ronald Reagan UCLA Medical Center  
April 2019-June 2021

**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](http://www.uclausj.weebly.com)  
January 2018-June 2021

**UCLA Creative Labs**

[www.flux.rip](http://www.flux.rip)  
[www.pondi.me](http://www.pondi.me)  
January 2019-June 2019

**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-July 2018

**Medical Aid Initiative**

UCLA Health

October 2017-June 2018

## EXPERIENCE

**SCPMG Care Experience Intern (June 2021-present)**

- Conducted data analysis on patient survey responses from outpatient clinics across all Southern California medical centers
- Identified trends and discrepancies in patient experience
- Compiled and presented findings to Care Experience leaders

**Design Director (June 2019-June 2021)**

**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-June 2021)**

**THINQ Research Fellow (June 2019-June 2021)**

- 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

**Social Media Manager (March 2021-present)**

- Manage and create content for social platforms about events and resources relevant to pre-medical students
- Work with events chair to schedule promotion of events

**Editor in Chief (June 2020-June 2021)**

- 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-May 2020)**

- 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