

CATHERINE LU

EMAIL

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PHONE

(646)329-4143

PORTFOLIO

<http://clu1607.github.io/port>

SKILLS

TECHNOLOGIES

HTML5	●●●●●
CSS	●●●●○
JavaScript	●●●○○

SOFTWARES

Photoshop	●●●●●
Clip Studio Paint	●●●●●
Illustrator	●●●●○
After Effects	●●●●○
Premiere	●●●●○
Sketch	●●●●○

OTHER/LANG

Digital Illustration	●●●●●
Graphic Design	●●●●○
Animation	●●●●○
Cantonese	(Conversational)
Japanese	(Conversational)

EXPERIENCE

PART-TIME GRAPHIC DESIGNER | RBX ACTIVE

02/20-Present

- Designed email campaigns, Instagram content such as promotion story ads, landing pages on Shopify for the company website and Facebook ads
- Worked with members of the team for the implementation of the graphic, layout and production communication

FREELANCE GRAPHIC DESIGNER | KÁLOS

11/19-Present

- Worked with the founder of the company to develop design ideas for social media content and marketing and to promote its brand identity
- Created icons for navigation on Instagram stories
- Designed layouts for skincare guides and e-blasts

FREELANCE (COMMISSION/ONLINE STORE)

7/18-Present

- Designed and illustrated for clients through social media
- Communicated with clients/customers to meet their certain expectations and requirements
- Designed merchandise for my online store and contacted suppliers to get the items ready for sale
- Handled items and shipping for customers in a timely manner

TEACHER ASSISTANT | P.S105 (BCA AFTERSCHOOL)

2/17-6/17

- Provided assistance to 2nd graders that needed help with assignments
- Acted as an interpreter for parents in English and Cantonese
- Planned lessons and created engaging activities for students to enjoy
- Taught class lessons in absence of teacher

EDUCATION

BACHELORS | MAY 2019

Hunter College

Major: Media Studies: Emerging Media

GPA: 3.6