

# Lena Pang

## MULTIMEDIA DESIGNER

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BFA New Media Design, Rochester Institute of Technology 2025 (minors in Math & Japanese)

## EXPERIENCE

### Hot Wheelz Club | Rochester Institute of Technology

AUG 2021 - PRESENT

Graphic Design Lead | *GRAPHIC DESIGN, MARKETING*

- designed 10th anniversary logo through an iteration-feedback process
- created posters, social media infographics, banners, and more for both digital and physical reproduction (via Adobe Illustrator)

### Biome VI | Kickstarter

23 JUNE - 23 JULY 2020

Independent Creator | *PACKAGING DESIGN, MARKETING, VECTOR ILLUSTRATION*

- illustrated a 56-card deck of minimalist, nature-themed playing cards in Adobe Illustrator
- ran a month-long advertising campaign & successfully raised over \$6,800 to have 1,000 decks professionally printed

### STEM to ShTEM Internship | Stanford University

15 JUNE - 7 AUG 2020

Intern | *WEB DESIGN, UI DESIGN*

- collaborated for 7 weeks to ideate and realize a COVID-19 news auto-summarizing website using natural language processing algorithms
- developed the website UI: color scheme, original icon designs, layout, and typography

## SKILLS

- vector illustration and graphic design in Adobe Illustrator
- painting, storyboarding, and frame-by-frame animation in Adobe Photoshop, Procreate, and Clip Studio Paint
- video editing and 2D animation in Adobe Premiere Pro and Adobe After Effects
- designing and developing websites in HTML, CSS, and JavaScript
- 3D modeling in SketchUp
- app/web mockup design and workflow collaboration in Figma
- intermediate French and Japanese
- creative problem solving
- collaboration a communication
- efficiency and timeliness
- organization and typography in Google Suite