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Sophia Zheng

Summary

Currently a second-year intended Economics major and Data Science minor at University of California-Berkeley

I've worked in a diverse array of jobs, from cashiering at Sheng Kee Bakery to English & Reading tutoring. I have a passion for self-learning coding languages and developing more in-depth skills in software like Adobe Photoshop, Excel, Figma - to name a few.

I'm in the process of creating my own website to incorporate my portfolio along with my design projects and gain more experience in marketing and web development through external as well as Berkeley affiliated clubs, classes, and competitions.

Experience

RippleMatch

Marketing Intern (Feb 2023 – Present)
- Selected from a pool of thousands of candidates to work closely with leaders of RippleMatch's Leadership Team
- Leveraged various growth strategies and tools including social media, email marketing, presentations, and peer and faculty member networking to grow the user base and awareness on campus
- Strategically assessed growth and performance metrics to improve, change and/or help design new growth strategies

EthiCal Apparel

Internal Vice President (Dec 2022 – Present)
- Nurtured a welcoming environment that incorporated diversity and inclusion by planning club-wide events to ensure bonding within the club
- Worked with the Presidents to plan logistics for major events and Financial Operations Team to determine budgets for said events
- Promoted a diverse and inclusive social atmosphere by hosting socials as well as preparing club-wide activities for members to interact

Design Associate (Feb 2022 – Dec 2022)
- Worked closely with a team of designers to hone skills in software such as Illustrator and Figma to handle design affairs
- Created custom designs with high-quality mockups and personal projects to print on apparel and sell (link)
- Communicated with custom order clients to complete print-ready designs for team apparel

Innovative Design

External Vice President (June 2022 – Dec 2022)
- Planned an annual designathon sponsored by the San Francisco Museum of Modern Art [SFMOMA] (link)
- Collaborated with the other teams (finance, marketing, executives) to coordinate the marketing and actual event successfully (30+ attendees and 3 established guest speakers)
- Outreached to several Fortune 500 companies and welcomed 3 directors from Adobe, Google, and Netflix to join as guest speakers and judges for our designathon
- Coordinated with our organization's finance and marketing teams to budget and market for our annual events

Collaborative Designer (Feb 2022 – May 2022)
- Completed logo and asset designs for Berkeley-affiliated club clients
- Refined personal projects

Technical Skills

Adobe Illustrator, Adobe Lightroom, Adobe Photoshop, Procreate, Figma, Microsoft Excel, Canva

Additional Experience

- TA for Intro to Adobe and Photoshop Decal at University of California, Berkeley (*Aug 2022 – Present*)
- Extracurricular: designed and edited book covers for free-lance authors which started as a hobby. Furthered my passion in design while improving adaptability in creativity through following customers' requests.
  - Completed over 70 requests and created/edited over 200+ covers