

# geri leung

## UX Designer

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### education

**University of California - Berkeley**  
UX/UI Certificate, January 2021

**Western Washington University**  
Journalism, August 2012

### skills

UX Design  
UI Design  
Interaction Design  
Front-end web development  
Copy writing  
Project management  
User research

### tools

Figma  
Adobe XD  
Adobe Illustrator  
Adobe Photoshop  
InVision



### experience

**Community Program Manager - RealSelf**  
May 2020 - Present

- Implements a community content strategy identifying key storytelling moments from the RealSelf community to elevate brand voice and presence across email marketing, PR and social media
- Manages the execution of community engagement tactics including ambassador nurture programs, user-generated content creation and digital and offline experiences
- Helped establish the Women Who Lead employee resource group and advised on employer brand efforts

*Related experience: Senior Community Manager January - September 2019, Community Team Lead October 2019 - May 2020*

**Social Community Manager - Microsoft**  
February 2017 - January 2019

- Designed or managed the design of social media content and creative assets
- Managed a social media editorial calendar for social accounts with a total audience of over six million followers across Instagram, Facebook, LinkedIn, Twitter and YouTube
- Executed social media campaigns to spark interest in Microsoft as an employer increasing overall social engagement by an average of 115% year over year

**Events coordinator - Microsoft**  
June 2016 - February 2017

- Designed or managed the design of print collateral for events
- Produced small to large corporate networking events, dinners and receptions that met the strategic hiring goals of Microsoft's global talent acquisition teams
- Executed diversity events with budgets of up to \$16,000 that resulted in 60-70% attendance rate

**Communications Manager - Bellevue Downtown Association**  
January 2015 - June 2016

- Developed and maintained a social media editorial calendar and planned strategy for paid, earned and owned content
- Produced the quarterly Bellevue Downtown Magazine (reaching 25,000 people in the Puget Sound region) as editor-in-chief, managing production timeline and freelance writers and designers

*Related experience: Communications coordinator July 2013 - December 2014*