

Sarah Mou

ssarahmou.wixsite.com/portfolio
sarahmou@berkeley.edu
+1 949 346 7872

Experience

University of California, Berkeley
Business Development Intern
Jan 2024 - Present, Berkeley

Developing graphics and **visual identity** for **Caltopia**, a university-wide event with **+10,000 students** in attendance.

Managing multiple sponsors and employing strategic marketing techniques and analytics to **optimize outreach and engagement**.

Education

University of California, Berkeley
B.A. Cognitive Science
Expected May 2027

Cal Esports
Graphic & Product Designer
Jan 2024 - Present, Berkeley

Overseeing social media presence across various platforms and **analyzing metrics** to **optimize content performance** and audience engagement.

Implementing **promotional campaigns** across digital platforms to **increase event attendance** and community participation, fostering a vibrant gaming community.

Awards/Honors

Google x KKR x A&M Case Competition
Finalist, Apr 2024

Erewhon Case Competition
3rd Place, Mar 2024

Design @ Berkeley Designathon
3rd Place, May 2024

The UC Berkeley Undergraduate Scholarship
2023

AP Scholar with Distinction Award
2023

SoCal JEA Yearbook: Theme Development
1st Place, 2023

National Merit Commended Scholar
2022

Blockchain @ Berkeley
Product Designer
Jan 2024 - Present, Berkeley

Contributed to a **UX** design project focused on the integration of **stablecoin-backed payment** systems for local businesses, aiming to **simplify DeFi accessibility** through simplified onboarding and integrated account abstraction.

Blueprint
External Director
Jan 2024 - Present, Berkeley

Tasked with managing Blueprint's social media presence by creating and developing content, increasing **average engagement by 25%**

VELA Education Fund
Graphic Design Intern
Feb 2022 - Feb 2023

Collaborated closely with **mentors** at CodeSpeak Labs to promote award winners through **weekly social media content** creation in a small team.

Portola High School Yearbook
Editor in Chief
Aug 2019 - June 2023

Responsible for checking every page and **ensuring their quality** while coordinating with other editors regarding **themes, colors, and problems** that arise throughout the year

Skills

Figma, Adobe Creative Cloud, Miro, Framer, Python, MailChimp, Blender

Prototyping, Journey Mapping, Design Systems, Wireframing, Visual Design, User Interviews, Social Media, Marketing, Web Design