

## ARTIST TURNED DESIGNER

# Hello, I'm Isabel Ngan.

Skilled at combining knowledge of people, data, insights, and design to identify and communicate strategic opportunities for growth and expansion. Passionate about designing for emotion and approaching design challenges from different user perspectives to create great design. Positioned well to provide a unique perspective on Human-Computer Interactions by leveraging my background in advertising and digital marketing, and fashion buying/merchandising.

## Experience

SEPT2018 - MAY2019

*Badgley Mischka in Los Angeles, CA and New York, NY*

### ASSISTANT BUYER AND MERCHANDISER, SOCIAL MEDIA MANAGER

Supported purchasing and merchandizing processes for luxury couture store by understanding clients buying preferences and patterns to maximize product sales.

- Identified customer preferences, buying patterns and sales opportunities to provide one-of-a-kind apparel and accessories in a three-four month buying cycle with sharp focus on sell through rate of stock and profitability.
- Built new social media presence to showcase Los Angeles store and seasonal merchandise; developed all content, created product photographs and managed copyright on Instagram.
- Increased likes and interactions 310% and impressions 1039% from daily posts effectively driving traffic from Instagram to website with 53% click through rate.

FEB2018 - AUG2018

*Cramer-Krasselt in Chicago, IL*

### ACCOUNT EXECUTIVE

Collaborated with internal creative, brand planning, media, analytics, account teams and B2B and B2C clients on strategic planning of project workflows to provide outstanding work on-time and on-budget.

- Collaborated with analytics team to improve campaign strategies by reviewing Google Analytics data to monitor brand interaction and follow through, and create monthly reports
- Increased sales through research and analysis of market trends, forecasting and leveraging data including impressions, clicks-per-acquisition and sell-through-rates.
- Created streamlined system to project manage checklists for designers and developed content for 40 versions of assets in 12 languages; created and named unique assets into proprietary system translated into each language.
- Collaborated with media and analytic teams to identify appropriate match for correct asset placement.

## CONTACT

isabelngan27@gmail.com  
310.753.2345  
www.isabelngan.com  
Los Angeles, CA

## EDUCATION

2019

*Full Stack Web Development Certificate*

University of California, Los Angeles

2014 - 2017

*Bachelors of Arts, Art Theory and Practice*

Northwestern University

2013 - 2014

Smith College

## SKILLS

- B2B and B2C Account Management
- Tactical Sales and Marketing Planning
- Target Insight Mining
- Qualitative and Quantitative Research
- Social Media Management
- Project Management
- Front-End & Back-End Development
- Visual Design
- Information Architecture & Usability Testing

## LANGUAGES

HTML/CSS



Javascript/JQuery



# Experience Continued

SEPT2017 – MAY2018

Cavalry in Chicago, IL

## ASSISTANT ACCOUNT EXECUTIVE

Identified sales and marketing growth opportunities for B2C clients and agency partners by analyzing marketing strategies, trends and consumer insights for client recommendations and proposals; managed client approval process.

- Facilitated status report meetings and created documents detailing key discussion items for next steps.
- Improved project efficiencies by decreasing a three-hour process to 30 minutes through optimizing database for use by digital team to create tags; sent to media agency to track all live social digital advertisements.
- Assisted in streamlining feedback the process between production team, creative team, and client and decreased wait-time time by 20%.

# Organizations

2018 – CURRENT

Richstone Family Center in Manhatten Beach, CA

## EVENT VOLUNTEER

Non-Profit Organization focused on child abuse prevention and treatment.

- Assist in all major fundraising events with logisitics, photography, vendor management
- Assist in managing and digitizing silent auction items for Gala Event

2014 – 2017

Northwestern New Student & Family Programs in Evanston, IL

## PEER ADVISER

Peer Advisers (PAs) serve as mentors for all of our incoming undergraduate students by supporting students beginning in the Summer through the end of the first year at Northwestern.

- Formally taught leadership skills to employ during Wildcat Welcome as a guide and mentor
- Lead and facilitate discussions on college expectations and transitions, including topics like mental health, diversity and inclusion, and sexual assault

# Research

2015 – 2016

Delta Labs in Evanston, IL

## USER REASEARCHER

Interdisciplinary research lab and design studio at Northwestern University to study, design, and build systems in the domain of social and crowd computing, human computer interaction, learning sciences, civics, and innovation.

- Assist user testing to understand usability of design platform

## + LANGUAGES

MySQL, Sequalize



Java



MERN



## TECHNICAL SKILLS

- HTML / CSS
- JavaScript / JQuery
- API / JSON
- MySQL, Sequalize
- Java & Object Oriented Programming
- Data Structures
- MongoDB, Express, React, Node.js

## AWARDS & HONORS

2017

## FARICY AWARD FOR ACHIEVEMENTS IN THE ARTS

This award recognizes and highlights the activities of the student artists as leaders in the field.

2017

## 2017 COLLEGIATE EFFIE WINNER

Pitched creative solutions for Campbell's Pace Brand Challenge Team

## HOBBIES

- Photography
- Fashion / Styling
- Cooking
- Travelling
- Exploring Art Exhibits
- Handwriting letters