



Jaylynn Cao

PRODUCT DESIGNER

jaylynn.cao@gmail.com
La Jolla, CA

SKILLS

●●●●●●●●●●	UX Design
●●●●●●●●●●	Visual Design
●●●●●●●●●●	Illustration
●●●●●●●●●●	HTML/CSS
●●●●●●●●●●	JavaScript
●●●●●●●●●●	Python
●●●●●●●●●●	Java

APPLICATIONS

●●●●●●●●●●	Figma
●●●●●●●●●●	Procreate
●●●●●●●●●●	Adobe InDesign
●●●●●●●●●●	Adobe Photoshop
●●●●●●●●●●	Adobe Illustrator
●●●●●●●●●●	Google Suite
●●●●●●●●●●	Microsoft Office

EDUCATION

UNIVERSITY OF CALIFORNIA - SAN DIEGO

Class of 2025 / 3.9 GPA
B.S. in Cognitive Science with
Design and Interaction Specialization

RELEVANT COURSES

Computing and Web Development
Product Design
Python and Java Programming

EXPERIENCE

STUDENT AFFAIRS INTERN / Apr 2022 - Present

Sixth College at UC San Diego

- Design publicity graphics and merchandise
- Develop digital marketing and re-branding
- Revitalized college newsletter and social platforms
- 23% following increase in 6 months on Instagram

PUBLICITY CHAIR / Nov 2021 - Jan 2022

Key to College Committee, Circle K International

- Designed event branding, ads, and merchandise
- Led and assisted with event workshops
- Peaked social media engagement (200% increase)

GRAPHIC DESIGNER / Jun 2021 - Nov 2021

Fall Training Conference, Circle K International

- Developed publicity and branding for social platforms and merchandise
- Recruited over 200 attendees in 4 months

DISTRICT BULLETIN EDITOR / Apr 2020 - Apr 2021

Key Club International, Cal-Nev-Ha KIWIN'S District

- Co-managed team of 5 in organization re-branding and creative assets
- Organized and reviewed marketing strategy plan
- Increased social media engagement by 20%

UI/UX INTERN / Jun 2020 - Aug 2020

EDify Talks, Non-Profit Eating Disorder Organization

- Prototyped website design and interactions
- Developed and assisted in publicity assets and digital marketing strategy
- 2000 follower increase on Instagram in 3 months