

Jaylynn Cao

VISUAL DESIGNER + CONTENT STRATEGIST

An empathetic designer seeking to use thoughtful designs to make a user experience thoughtless



jaylynn.cao@gmail.com
La Jolla, CA

SKILLS

- Branding
- Needfinding
- Logo Design
- Illustration
- Print + Digital Design
- Content Strategy
- Information Architecture
- UI design
- Wireframing

APPLICATIONS

- Figma
- Procreate
- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Google Suite
- Microsoft Office
- Meta SparkAR
- HTML/CSS/Bootstrap

EDUCATION

● UC SAN DIEGO / Class of 2025

B.S. Design and Interaction, Psychology Minor
with GPA 3.9/4.0

EXPERIENCE

● STUDENT AFFAIRS INTERN / Apr 2022 - Present

Sixth College at UC San Diego

- Spearheaded digital content and re-brand strategy while balancing needs of various college departments
- Produce publicity assets and merchandise (Instagram filters, flyers, stickers, banners)
- Revitalized and write for newsletter and social media
- Increased following by **23%** on social media

● GRAPHIC DESIGNER / Jun 2021 - Jan 2022

Circle K International

- Created graphics and lore for state-wide events and to increase social media presence
- Recruited over **200** attendees for annual Fall Training Conference
- Designed merchandise and editorial prints
- Peaked and maintained social media engagement (**200% growth**)

● VISUAL + CONTENT DESIGNER / Nov 2017 - Apr 2021

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

- Developed visual and editorial assets with high accessibility for students and adult advisors/donors
- Planned and edited promotional content
- Led publicity for charitable organizations (UNICEF, PTP) culminating to > **\$13,000** in donations in 1 year
- Managed social platforms, leading to increased social media engagement by **20%**

● UI/UX INTERN / Jun 2020 - Aug 2020

EDify Talks, Non-Profit Eating Disorder Organization

- Curated and improved accessibility of eating disorder recovery and education resources
- Prototyped website design, interaction, and content flow
- Illustrated publicity assets (logo, icons, merch)
- **2000** follower increase on Instagram in 3 months