KAYLIN LE
MARKETING & DESIGN

INFORMATION

- kaylinle@gmail.com
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- kaylinle.github.io

PERSONAL STATEMENT

I'm currently a UC Berkeley student who has a passion for anything related to design, functionality, and aesthetics. I also have a love for marketing which merges my design instincts with the consumer and their needs.

EDUCATION

University of California, Berkeley
B.A. Cognitive Science   3.0 GPA
2014 - 2018

Relevant courses include:
Web Design, Big Data, Data Science, Structure & Interpretation of Computer Programs, & Computational Models of Cognition.

SPECIALTIES

Grid & Layout	Graphics
Typography	Clean Design
Color Theory	Spacing

HOBBIES

Sports	Lifting	Reading
Skating	Coffee	Dancing

EXPERIENCE

Jan 2017-Present — **TheTalkList**
Marketing Intern

Implements customer targeting strategies with email blasts created in HTML for an international audience. Designs and redesigns social media graphics, web layouts, & mobile UI.

Aug 2016 - Present — **Educational Technology Services**
Student Consultant & Marketing/Design Team

Promotes ETS brand, image, and presence on campus through design work. Collaborates in a team of four people that work together to design for all of ETS. Gives feedback and spearheads redesigns of existing facilities. Brainstorms and implements new ideas to improve ETS through special elements.

June 2015 - Aug 2016 — **Institute of Governmental Studies**
Student Assistant

Assisted library patrons in retrieving necessary reference material and led operation and maintenance of IT equipment.

Jan 2011 - June 2013 — **Vista Murrieta High School**
Graphic Designer

Revitalized school's brand and image through creating logos, commencement programs, and motion graphics.

SKILLS

01 Design

HTML & CSS	●●●●●○○○
Javascript & Jquery	●●○○○○○○
Adobe Illustrator	●●●●●●●○
Adobe Photoshop	●●●●●○○○
Adobe AfterEffects	●●●○○○○○
Adobe InDesign	●●●○○○○○

02 Technical

Languages:	Python, Numpy, Scheme, & SQL
Knowledge:	Marketing, Customer Service, & UI/UX
Other:	PC & Mac Platforms, Photo, Video, & MS Office