

# Leana Wong

## About Me

A passionate aspiring packaging designer who aims to use design and storytelling to influence consumers to choose healthier and more sustainable options. Currently pursuing a Bachelors of Arts degree in Speculative Design and minoring in Cognitive Science at UC San Diego. Seeking an internship to gain design experience and advance on developing creative ideas. Searching for opportunities around the world to broaden understanding of consumer behavior and motivations.

## Education

**University of California San Diego, San Diego, CA**  
Bachelor of Arts in Speculative Design  
Minor in Cognitive Science  
Expected June 2025

**National University of Singapore, Singapore**  
University of California Education Abroad Program  
Fall Semester 2022

## Relevant Experience

**TEDxUCSanDiego Graphic Designer**  
October 2023 to Present

- Interpreted visualizations for themes such as “expiration date” and “reality check”
- Developed a branding package for the main conference
- Reviewed peer suggestions for changing design iterations

**Understanding Consumption**  
Fall 2022

- Examined consumer behavior on factors based on social and physical environment, economy, and more
- Studied consumer consumption motivators
- Researched consumer behavior in a specific location in Singapore

**Design Communication**  
Winter 2022

- Developed skills in typography and color theory
- Designed with a grid and practiced layouting

## Language

Fluent in English  
Proficiency in Cantonese  
Proficiency in Mandarin

## Skill

Graphic Design  
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Branding  
■ ■ □ □ □

Layouting  
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Photography  
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Videography  
■ ■ ■ □ □

## Contact

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