

EDUCATION

NORTHWESTERN UNIVERSITY 2015 – 2018

B.S. Journalism

Segal Design Certificate

GPA: 3.74 / 4.0

Dean's List: 5 Quarters

Select Coursework:

- > Multimedia Storytelling
- > Message Strategy and Persuasive Communications
- > Media Presentation
- > Media Law and Ethics
- > UX Design
- > Interdisciplinary Design Projects

Select Activities:

- > Asian Pacific American Coalition (Public Relations Chair)
- > Asian American Student Journalists
- > STITCH Magazine (Staff Writer)

UNIVERSITY OF CALIFORNIA, SANTA BARBARA 2014 – 2015

GPA: 3.91 / 4.0

Regents Scholar, Honors Student

Select Activities:

- > Associated Students Commission on Racial Equality (Outreach Coordinator)
- > The Catalyst Literary Arts Magazine (Staff Writer and Illustrator)

SKILLS

- > Content strategy and writing
- > Prototyping and wireframes (Sketch, InVision, Figma)
- > Adobe Creative Suite (Photoshop, InDesign, Illustrator)
- > Keynote, Microsoft PowerPoint
- > HTML5, CSS3
- > Research and user testing
- > Illustrations, storyboarding, sketching

EXPERIENCE

INSTAGRAM

January – March 2018

Technology Communications Intern

- > Support Instagram's engineering, design and technology communications activities
- > Conduct and draw strategic insights from competitive research
- > Write blog posts and press releases, and respond to media inquiries
- > Work with cross-functional teams on multiple projects, including:
 - » Developing the content strategy, identity and editorial calendar for @design, Instagram's upcoming design account
 - » Providing design, branding and coverage tracking support for Instagram's first ever Black History Month initiative, reaching global audience of 58+ million and receiving coverage by MTV, Fast Company, Paper Magazine and others
 - » Creating a comprehensive spreadsheet and comparative rankings of media outlets for Instagram's Teens Outreach XFN team to guide future press collaborations and pitches

GRAILED (DRY CLEAN ONLY)

May 2017 – January 2018

Freelance Fashion Writer

- > Wrote essays and articles, analyzing the fashion industry and timely trends through a broader cultural lens
- > Received homepage placement visible to 750,000+ users
- > Set independent schedule for pitching and content production

SKIDMORE, OWINGS & MERRILL LLP

June – September 2017

Marketing Intern

- > Designed comprehensive project, employee and firm directories for office lobby's touch screens using IntuiFace
- > Wrote accompanying software handbook establishing usage and style guidelines in alignment with company identity
- > Prepared awards submissions, resulting in three AIA LA awards
- > Created client- and public-facing presentation decks for executives
- > Produced and compiled proposals for new project pursuits
- > Collected and formatted copy, images and text for website

MEYVN

June 2016 – June 2017

E-Commerce and Web Operations

- > Wrote and edited copy for products, email campaigns and blog
- > Tracked, organized and updated online content and inventory
- > Conceptualized creative content for social media
- > Monitored industry trends to provide input for seasonal buys