

maddy cha



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studied @

Carnegie Mellon University
Class of 2020

BDes in Communication Design
BHCI in Human Computer Interaction
Minor in Media Design

worked @

Teaching Assistant, CMU Design
Spring 2020

Assists students at various skill levels with learning and troubleshooting HTML/CSS & Javascript as a TA for “UX for Digital Systems”

Product Design Intern, Twitter
Summer 2019

Worked on redesigning Periscope profiles with a focus on improving health on the platform. Lead a team of designers and developers to improve the content, visuals, and interaction of viewing profiles through Periscope and Twitter based on research analysis

Marketing Assistant, Heinz College
2018—Present

Developed infographics for the purpose of promoting Carnegie Mellon’s graduate school programs and created animation tests for an in-progress lecture series

Graphic Designer, Livity
Summer 2018—Fall 2018

Researched and collaborated with other creatives in order to develop brand standards and assets for client project with a focus on After Effects motion graphics

Graphic Design Intern, NVIDIA
Summer 2018

Worked as part of the Creative Marketing team to create assets and designs based on existing brand standards for print, web, and merchandise and ported/reformatted brand standards for internal use

good @

skills

Graphic Design, Web Design, Rapid Prototyping, User Research, Motion Graphics, Illustration

tools

Adobe CC, Procreate, HTML/CSS, Javascript, Sketch, Figma, Axure, Origami Studio