

# Madison Yn



## Education

**University of California, Davis**  
Bachelor of Arts in Design  
Minor in Sustainability in the Built Environment  
SEPTEMBER 2017 – JUNE 2021

## Contact

626-315-7168  
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madisonyn.com

## Skills

### TOOLS

Adobe XD, Photoshop, Illustrator, Indesign, After Effects, Lightroom, Figma, SolidWords, Autocad, HTML/CSS, Mailchimp, Hubspot, Audacity, FL Studio

### DESIGN

Brand Systems, Ethnographic Design Methodologies, Mind Maps, Prototyping, Storyboarding, Storytelling, Sketching, User Flows, User Testing, User Research, Visual Design, Wireframing

### OTHERS

Digital & Film Photography

## Languages

English (Native)  
French (Proficient)

## Experience

### Marketing and Digital Design Assistant

UC Davis School of Law, International Programs |  
SEPT 2019 – PRESENT

- Work with UC Davis Brand Communications Guide to design marketing and promotional material
- Manage, schedule, and create content for social media
- Develop marketing campaigns and strategies to increase audience engagement and new leads
- Research and synthesize social media analytics to improve marketing strategies
- Conduct interviews with international LL.M. Students
- Write and publish narrative-driven news articles to foster community and highlight our programs

### Design Intern

Barn2Door | JUNE – SEPT 2020

- Design Squarespace sites for farmers to help develop their brand identity and online presence for e-commerce
- Increased farmer business by designing up to 15 personalized websites per month
- Audited existing online media to design brand kits that build customer loyalty
- Established confidence and trust with farmers through empathy-driven virtual presentations

### Fundraising Director

KDVS 90.3FM | JUNE 2019 – JUNE 2020

- Plan Fall and Spring fundraiser weeks
- Research premiums and manage orders and shipments
- Creative and innovative thinking to research fundraising ideas

### Layout Designer

WAPOW Magazine | JUNE 2019 – SEPT 2019

- Contribute to magazine layout design
- Design graphics and illustrations