

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, SolidWorks, Autocad, HTML/CSS, Mailchimp, Hubspot

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

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

Marketing Assistant

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

- Manage, schedule, and create content for social media platforms
- Develop marketing concepts and strategies for different social media platforms to increase audience engagement
- Research and analyze social media analytics to improve marketing strategies
- Design marketing and promotional material

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
- Copy edit articles