

MAGGIE YU

Product designer + Visual Creative

maggieyuwork@gmail.com

maggieyu.webflow.io

EXPERIENCE

GRAPHIC DESIGN & MARKETING @UCSD SUSTAINABILITY

December 2021– February 2023 • San Diego , CA

- Constructed visual concepts, graphics, and videos using Adobe Creative Cloud to promote sustainability on campus, including event planning for over 30,000 students.
- Developed marketing materials for digital advertisements, posters, merchandise and social media.

GRAPHIC DESIGNER @TREND MAGAZINE

September 2020–February 2023 • La Jolla, CA

- Curated eye-catching graphics for our social media account to increase 80% engagement rate.
- Coordinate with an Editor team to create interior layouts for spread.

UX/UI DESIGN INTERN @ROOMCHAZER

September 2021– November 2021 • San Diego , CA

- Conducted user-research, competitive analysis, wireframes, and interactive prototypes for IOS apps.
- Collaborated cross-functionally to ensure brand consistency across 2 projects.

SOFTWARE ENGINEERING INTERN @THOUGHTSTEM

June 2019–August 2019 • San Diego, CA

- Led 100+people introductory coding courses that focus on basics of computer science and coding computer games.
- Partnered with the CEO to build game assets for the company.

EDUCATION

UC San Diego

Expected June 2024

B.S Cognitive Science
specialization in Design
and Interaction

Minor: Speculative Design

SKILLS

- Figma
- Illustrator
- InDesign
- Photoshop
- Prototyping
- Wireframing
- 3D Modeling
- User research
- Graphic Design
- User Interface Design
- Html/CSS
- Javascript

AWARD

The Science Art (2022)

UC San Diego

1st place undergraduate
categories

San Diego Natural History Museum exhibit

"Jellyfish" 3D Artwork

LANGUAGE

Mandarin Chinese
Cantonese
English