CHRISTIE NEO

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(510) 509-0769 | SF Bay Area

Product & visual designer engaged in art, research, and education.

Education

UC Davis June 2018
BA in Design *with honors*
BS in Psychology *with honors*

Skills

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe AfterEffects
Fusion 360 + 123D Make
Sketch
InVision

Expertise

Visual Communication
Information Design
Illustration

HTML5 + CSS3
Processing 3.0
Python

Time Management
Problem Solving
Empathy

Experience

Co-Creative Director TACL-LYF (Taiwanese American Citizens League - Leading Youth Forward)
2017– 2018 | Bay Area, CA

- Led the Creative Team in developing LYF and its culture through focusing on LYF's media, design, and overall visual identity
- Worked with Program Directors and VP to ensure LYF's promotional materials and camp theme were consistent with the PD's camp vision

Design Director The California Aggie
2017 – 2018 | Davis, CA

- Managed a layouts & graphics team of 14 and created new graphic style guides to improve print quality and increase readership in Davis
- Redesigned the media kit to reflect new advertising opportunities online, on display racks and through print and to increase readability

Tutor in Design UC Davis
Jan 2018 — Mar 2018 | Davis, CA

- Acted as TA for a Message Campaign Design (DES 154) class of 20 and assisted the professor with class logistics, materials and critique
- Served as an additional resource for students during/out of class and guided their campaign development and team management

Designer Kids 'N Fun Festival (KFF)
Jan 2017 – Aug 2017 | Cupertino, CA

- Redesigned the brand identity with a senior freelance designer for KFF, a Bay Area multicultural festival with more than 1,000 attendees
- Created unified merchandise, banners, booklets with redesigned logo for future festival organizers to use in promoting their vision and event

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Layout   Visual   Signage
Design   Identity

Winters, CA is a small, quaint
town frequently visited by
bicyclists, wine-enthusiasts
and retirees. I partnered
with Genesia Ting to create
a wayfinding system to help
new and regular visitors
discover hidden gems in the
city of Winters.

Role   Project Lead
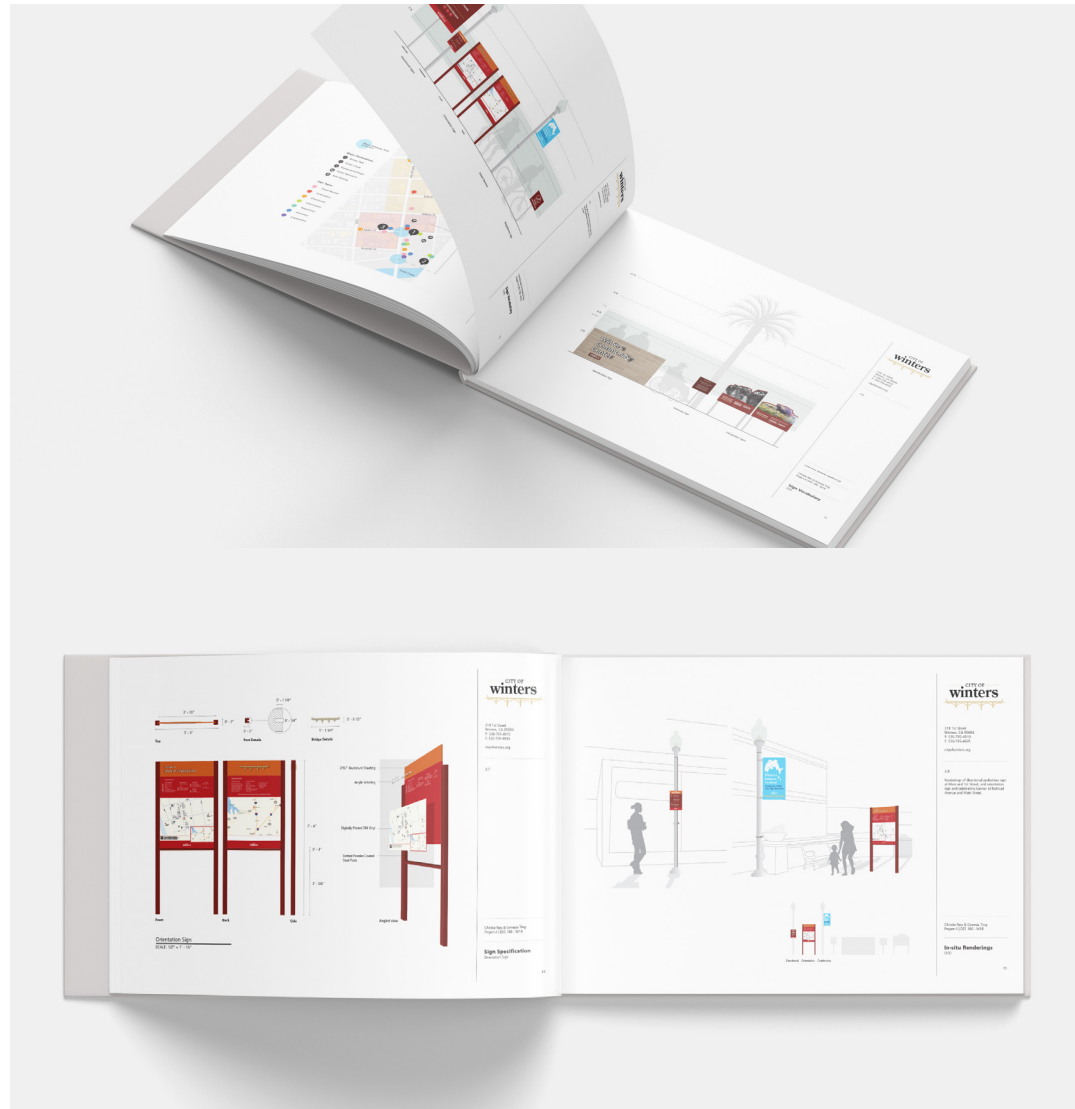   Designer

Partner   Genesia Ting

Guidance   Tim McNeil
                Lauren Kelly

Duration   Jan – Mar 2018

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UX/UI   Visual
               Identity

Depression and anxiety are among the highest reported mental illnesses in students. I teamed up with Kari and Olivia to find a solution that would help college students with depression manage their daily lives. We created a journal app and goal garden.

Role   Visual Designer
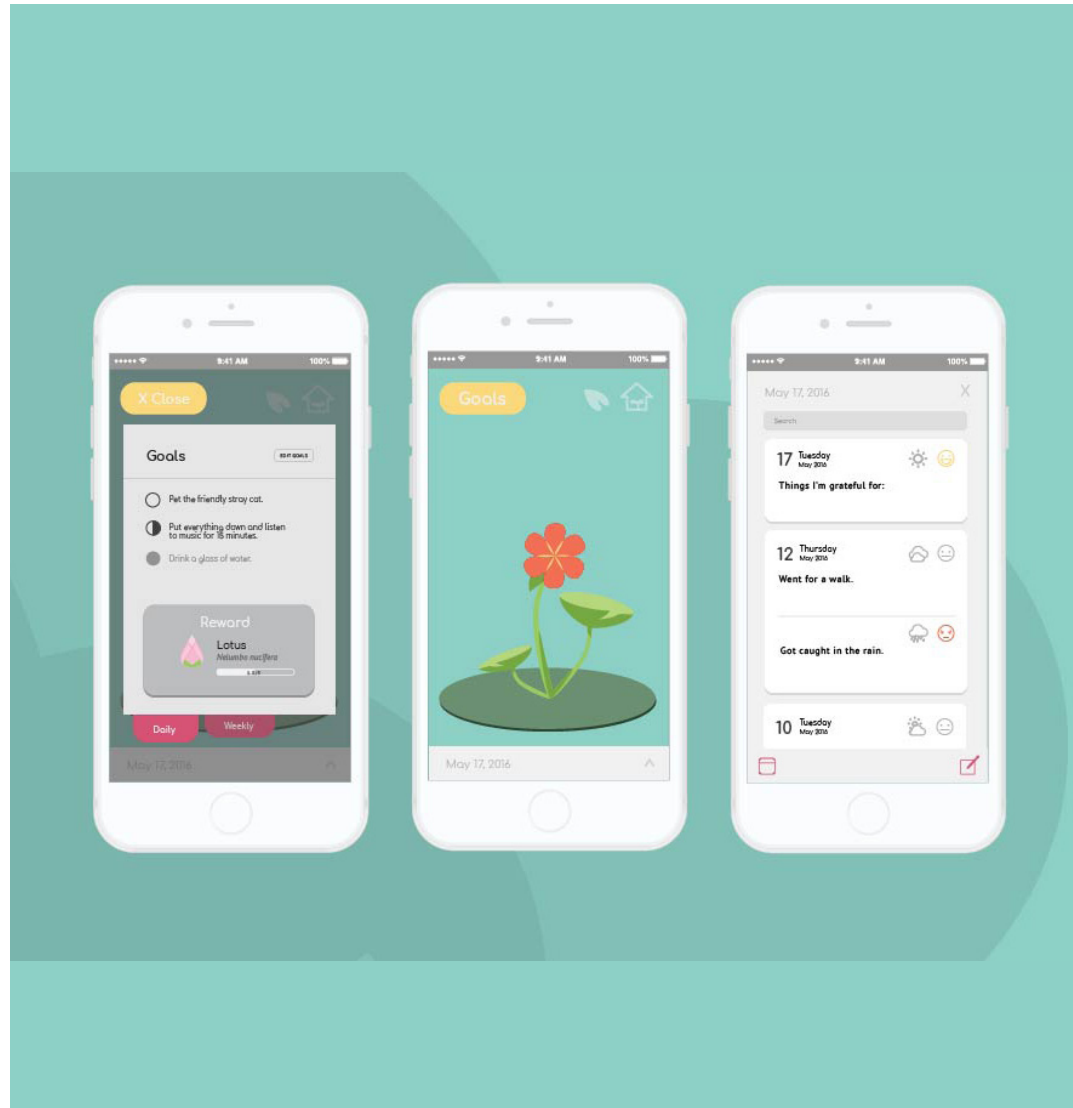   Illustrator

Partners   Kari Kiyono
                Olivia Hye

Guidance   Emily Pilloton

Duration   Apr — Jun 2016

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Book Design   Visual
               Identity

The UC Davis Hummingbird
Health and Conservation
Program works to study
and protect hummingbirds
worldwide. I put together
a children's book and
business cards to support
its mission and increase its
professionalism.

Role   Designer
                  Project Lead

Partner   Chelsea Best

Guidance   Gale Okumura
                  Lisa Tell

Duration   Apr – Jun 2018

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Branding   Visual
                  Identity

UCD's yearly Engineering
Design Showcase is held
in June. In a collaboration
between UCD's engineering
and design departments,
we created logos and visual
identities to increase our
teams' competitiveness.

Role		Designer Project Lead
Partners	2018	Annie Hu
	2017	Chelsea Best Aaron Ngai
Guidance		Gale Okumura
Duration		Apr – Jun 2017 Apr – Jun 2018

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Project
Management

Visual
Identity

Layout
Design

The California Aggie is UCD's student-run newspaper read by the university's students, faculty and staff. I started as a graphic designer, transitioned to layouts, and became design director for the 2017-18 school year.

Role

Graphic Designer
Layout Artist
Design Director

Duration

May 2016 – Jun 2018

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Editorial
Design

InPrint magazine is a
student-run publication
to build a community for
students interested in design
through conversation. I
created an interview spread
template for their first
edition, *First Impressions*.

Role   Designer

Co-Directors   Timothea Wang
                        Dana Chan
                        Emily Luong

Art Director   Linh Quan

Duration   Apr – Jun 2017

CHRISTIE NEO

Branding   Visual
                  Identity

As one of the largest events
for kids in the Bay Area,
KFF is a multi-cultural
festival for children of all
ages. Johnny and I were
asked to make KFF's visual
identity more relatable and
engaging to children from all
backgrounds in the Bay Area.

Role   Designer

Project Lead   Johnny Chang

Duration   Jan – Aug 2017

國際童玩節 • KIDS 'N FUN FESTIVAL

The bright colors and
organic shapes reflect
imagination, curiousity,
and play.

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Visual   Illustration
Identity

TACL-LYF is a Taiwanese-American leadership summer camp for 4th through 12th grade students. LYF's Creative Team brings each year's theme to life to drive home the message.

Role   Designer
                        Co-Creative Director

Partners   2018   Jon Chen

            2017   Jon Chen
                        Shereen Lee
                        Shirby Wang

            2016   Shirby Wang

Guidance   Johnny Chang

Duration   Jun 2015 — Aug
                        2018