

CHRISTIE NEO

Product designer engaged in art, research, and education.

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(510) 509-0769 | SF Bay Area

EDUCATION

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

EXPERTISE

Human-Centered Design
Visual Communication
Information Design
Illustration

SKILLS

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

HTML5 + CSS3
Processing 3.0
Python

Time Management
Problem Solving
Communication
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

Layout Artist The California Aggie
2016 – 2017 | Davis, CA

- Delivered weekly issues of The Aggie with the design team and editorial staff for the UC Davis campus of 35,000+ students and faculty
- Designed engaging graphics, advertisements and page layouts that adhered to guidelines listed in the Aggie Layout Style Guide

Designer TACL-LYF
2015 – 2017 | Bay Area, CA

- Upheld the organization's mission through the 2015-17 yearly summer camp visual themes made with the Creative Team and Creative Director
- Illustrated graphics for postcards, apparel, flyers and pins, resulting in 150+ (new and returning) campers from around the Bay Area