

# CHRISTIE NEO

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## EDUCATION

UC Davis Jun 2018

BA in **Design** *with honors*

Relevant coursework: Human-Centered Design, Information Design, Interactive Media (HTML/CSS), Popular Science & Technology Writing

BS in **Psychology** *with honors*

Relevant coursework: Social Psychology, Cognitive Psychology, Cognitive Development, Developmental Psychology, Human Memory, Research Methodologies in Psychology, Statistics

## HONORS & AWARDS

Dean's Honor List

College of Letters & Science | Spring 2015, Fall 2015, Winter 2016, Fall 2017

Departmental Citation

Department of Design | June 2018

## SKILLS

Software

Adobe Illustrator, Photoshop, InDesign, AfterEffects  
Sketch  
InVision

Methods

Storyboarding  
Wireframing  
Prototyping  
User Testing  
User Interviews

Programming

HTML5 + CSS3  
Processing 3.0  
Python

## EXPERIENCE

**Davis, CA**

Jun 2017 –  
Jun 2018

### Design Director

The California Aggie

- Managed a layouts & graphics team of 14 and created new graphic style guides to improve print quality and increase readership in Davis
- Improved graphics work-life balance by implementing a new workflow and documentation system, resulting in turnover reduced by 50%

May 2016 –  
Jun 2017

### Layout Artist

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

**Davis, CA**

Jan 2018 –  
Mar 2018

### Tutor in Design

UC Davis

- 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, guiding their campaign development and team management

## VOLUNTEER

**Bay Area, CA**

Jun 2015 –  
present

### Designer

TACL-LYF

- Working with LYF's Creative Team to create visual themes and messaging for summer camp of 200+ Bay Area campers and staff
- Illustrating graphics for print (postcards, flyers, brochures), web (newsletters, website) and swag (apparel, stickers, various merch)

Aug 2017 –  
Aug 2018

### Co-Creative Director

- Led the Creative Team of 4 designers with a partner in developing LYF and its culture through 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

**Bay Area, CA**

Jan 2017 –  
Aug 2017

### Design Intern

Kids 'N Fun Festival

- 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, and illustrations for future festival organizers to use in promoting their vision and events