

# CHRISTIE NEO

Visual Designer

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(510) 509-0769 | SF Bay Area

## EDUCATION

University of California, Davis

*Jun 2018 - with honors - GPA: 3.82*

### Design B.A.

Relevant coursework: Human-Centered Design, Information Design, Interactive Media, Design Aesthetics & Experience, Popular Science & Technology Writing

### Psychology B.S.

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

## 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

Design

Branding

Illustration

Editorial & Print

Visual Communications

Human-Centered Design

Information Design

### Software

Illustrator, Photoshop,

InDesign, AfterEffects

Sketch

InVision

Google Drive

Microsoft Office

### Programming

HTML / CSS

Python

## EXPERIENCE

The California Aggie

### Design Director *Jun 2017 – Jun 2018*

- Served as main point of contact for design at The Cal Aggie, a weekly student-run newspaper that distributes 4,000 copies throughout the city of Davis and sees over 60,000 page views online monthly
- Coordinated graphics, advertisements, and page layouts by delegating responsibilities, overseeing production, and finalizing edits for print
- Managed a graphic and layout design team of 14 students, working closely with the Layout Director over the course of a year
- Improved graphics work-life balance by implementing a new workflow and documentation system, reducing designer turnover by 30% to 0
- Led the visual design of the special 2018 "Best of Davis" issue, learned the importance of diversifying marketing strategies as social media algorithms for audience engagement change

### Layout Artist *May 2016 – Jun 2017*

- Designed graphics, advertisements, and page layouts, and assisted the Design Director with last-minute assignments and edits

UC Davis Department of Design

### Freelance Designer *Apr 2017 – Jun 2018*

- Produced branding, marketing materials, and scientific diagrams for clients as part of a student group study under Professor Okumura
- Clients: UC Davis Biomedical Engineering, Hummingbird Health & Conservation Program, Paramag TheraNostics, UC Davis Stores

## VOLUNTEER

TACL-LYF

### Designer *Jun 2015 – present*

- Developing yearly visual themes for LYF camp, a Taiwanese-American summer camp for over 150 Bay Area youth, with 2 – 4 designers
- Creating illustrations and layouts for print (postcards, brochures, yearbook), digital (newsletters, website) and swag (apparel, stickers)

Kids 'N Fun Festival

### Design Intern *Jan 2017 – Aug 2017*

- Redesigned the branding for KFF, a Bay Area multicultural kids festival with over 1,000 attendees, with a senior designer
- Created the festival logo, character illustrations, baseball caps, shirts, tote bags, flag and stage banners, and outreach flyers
- Learned how to make recommendations and assemble presentation slides on branding development in meetings with KFF's board