

# 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