CHRISTIE NEO
Visual + UX Designer

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Experience

Persona Identities Inc. / **UI Designer**
JAN 2019 – PRESENT
- Designing user dashboards and flows for end-to-end digital identity verification and management mobile application
- Working closely with engineers from conception to high-fidelity prototypes, establishing timelines, sitemap, and user goals

TACL-LYF / **Designer**
JUN 2015 – PRESENT
- Developing visual themes for LYF camp, a Taiwanese-American summer camp for over 150 Bay Area youth, from concept to implementation to increase camper registration & retention
- Creating marketing materials and illustrations for print (postcards, brochures, yearbook) and digital (newsletters, website)

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
- Promoted from Layout Artist (May 2016 - Jun 2017)

UC Davis Department of Design / **Freelancer**
APR 2017 – JUN 2018
- Managed a wide variety of cross-disciplinary projects involving branding and marketing materials for academic institutions, non-profits, and startups at UC Davis under Professor Okumura
- Clients: UC Davis Biomedical Engineering, Hummingbird Health & Conservation Program, Paramag TheraNostics, UC Davis Stores

Kids 'N Fun Festival / **Visual Designer** *(Contract)*
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 all marketing & promotional materials in addition to logo, character illustrations, and event banners for 2017 festival

Education

Interaction Design Foundation
HCI Certificate
JAN 2019

UC 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

Skills

Interaction: User Research, Wireframing, Prototyping, User Testing

Design: UX/UI Design, Visual Design, Branding, Typography, Illustration

Software: Illustrator, Photoshop, InDesign, AfterEffects, Sketch, InVision, Figma, Google Drive, Microsoft Office

Coding: HTML, CSS, Python