

CHRISTIE NEO

Project Management Layout Design Graphic Design

The California Aggie is UCD's student-run newspaper read by the university's students, staff, and community. I started as a layout artist in 2016 and became design director for the 2017-18 school year.

As layout artist, I mainly created page layouts for print, and helped out with graphics and advertisements for print and web.

As design director, I coordinated the production of graphics, advertisements, and layouts while managing a team of 14 designers. One highlight was implementing a new workflow that reduced our design team turnover to 0.

Role Layout Artist
 Design Director

Duration May 2016 –
 Jun 2018



The California Aggie – Newspaper Layouts & Graphics

CHRISTIE NEO

Layout
Design

Visual
Identity

Signage

Winters, CA is a small, quaint town frequently visited by bicyclists, wine-enthusiasts and retirees. I partnered with Genesia Ting to create a wayfinding system to help new visitors discover hidden gems in the city of Winters.

As a designer, I created layouts for the proposal, the site map and sign vocabulary, and the in-situ renderings.

Role

Designer

Partner

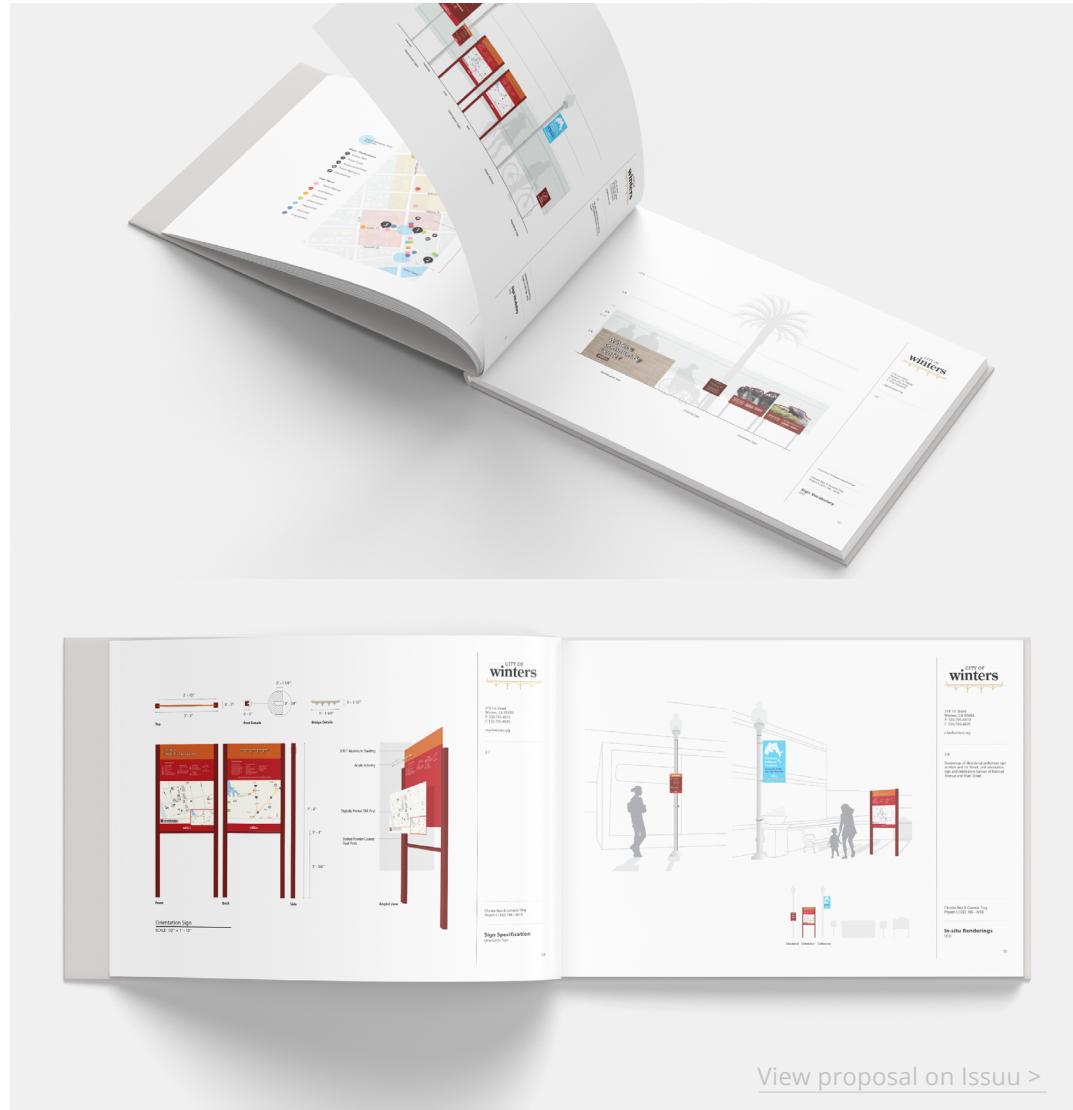
Genesia Ting

Instructor

Tim McNeil
Lauren Kelly

Duration

Jan - Mar 2018



[View proposal on Issuu >](#)

CHRISTIE NEO

Layout Design Visual Identity

The UC Davis [Hummingbird Health and Conservation Program](#) works to study and protect hummingbirds worldwide.

As a designer, I created business cards and layouts for a children's book to support HHCP's mission and increase its professionalism.

Role Designer

Partner Chelsea Best

Guidance Gale Okumura
 Lisa Tell

Duration Apr 2017 –
 Jun 2018



CHRISTIE NEO

Branding Visual Identity

Each year, engineering students present their capstone projects to industry partners at UC Davis's Engineering Design Showcase. In a collaboration between the engineering and design departments, we created visual identities to increase our teams' competitiveness.

As a designer, I created the logo for RPO₂MS, a blood measurement device for mice, and the marketing materials for CardioVision, a heart rate camera for burn patients.

Role Designer

Partners 2018 Annie Hu

2017 Chelsea Best
Aaron Ngai

Guidance Gale Okumura

Duration Apr - Jun 2017
Apr - Jun 2018



CHRISTIE NEO

Branding

Visual Identity

Nut just a snack!

[Research published in early 2017](#) suggested that parents may be able to reduce the likelihood of peanut allergies in their children through introducing peanut foods during early infancy. It was also surprisingly hard to find peanut puff snacks sold in the US. So, I made Astronut.

As the designer, I created the visual identity and packaging for this fictional peanut puff snack company targeted towards families with young children.

Role

Designer

Instructor

Gale Okumura

Duration

Jan - Mar 2017



[View process manual on Issuu >](#)

CHRISTIE NEO

Editorial
Design

Inprint is a student-run publication at UC Davis. Its mission is to build a stronger community among students, alumni, and faculty by encouraging critical design conversations, inspiring growth in students' design work, and promoting accessibility to the design industry.

As a designer, I set the interview spread styleguide for their first edition, *First Impressions*, and created the spread for an interview with Sally-Sue.

Role Designer

Co-Directors Timothea Wang
Dana Chan
Emily Luong

Art Director Linh Quan

Duration Apr - Jun 2017



CHRISTIE NEO

Visual Identity

Illustration

TACL-LYF is a Taiwanese-American leadership summer camp for 4th through 12th grade students. LYF's Creative Team brings each year's theme to life visually to support the program directors' vision.

As a designer, I created illustrations and layouts for marketing materials, apparel, yearbooks, and the website.

Role Designer

Partners 2018 Jon Chen
Julia Lin
Shereen Lee
Shirby Wang

2017 Jon Chen
Shereen Lee
Shirby Wang

2016 Shirley Wang

Guidance Johnny Chang

Duration Jun 2015 –

