

# CHRISTIE NEO

Designer

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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*

## Skills

Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Adobe AfterEffects  
Fusion 360 + 123D Make  
Sketch  
InVision

## Expertise

Visual Communication  
Information Design  
Illustration

HTML5 + CSS3  
Processing 3.0  
Python  
  
Time Management  
Problem Solving  
Empathy

## Experience

### TACL-LYF (Taiwanese American Citizens League - Leading Youth Forward) Co-Creative Director

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

### The California Aggie Design Director

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

### UC Davis Tutor in Design

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

### Kids 'N Fun Festival (KFF) Design Intern

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

# CHRISTIE NEO

Project Management   Visual Identity   Layout Design

The California Aggie is UCD's student-run newspaper read by the university's students, faculty and staff. I started as a graphic designer, transitioned to layouts, and became design director for the 2017-18 school year.

Role   Graphic Designer  
Layout Artist  
Design Director

Duration   May 2016 – Jun 2018



Photography by Brian Landry

# 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 and regular visitors discover hidden gems in the city of Winters.

Role

Project Lead  
Designer

Partner

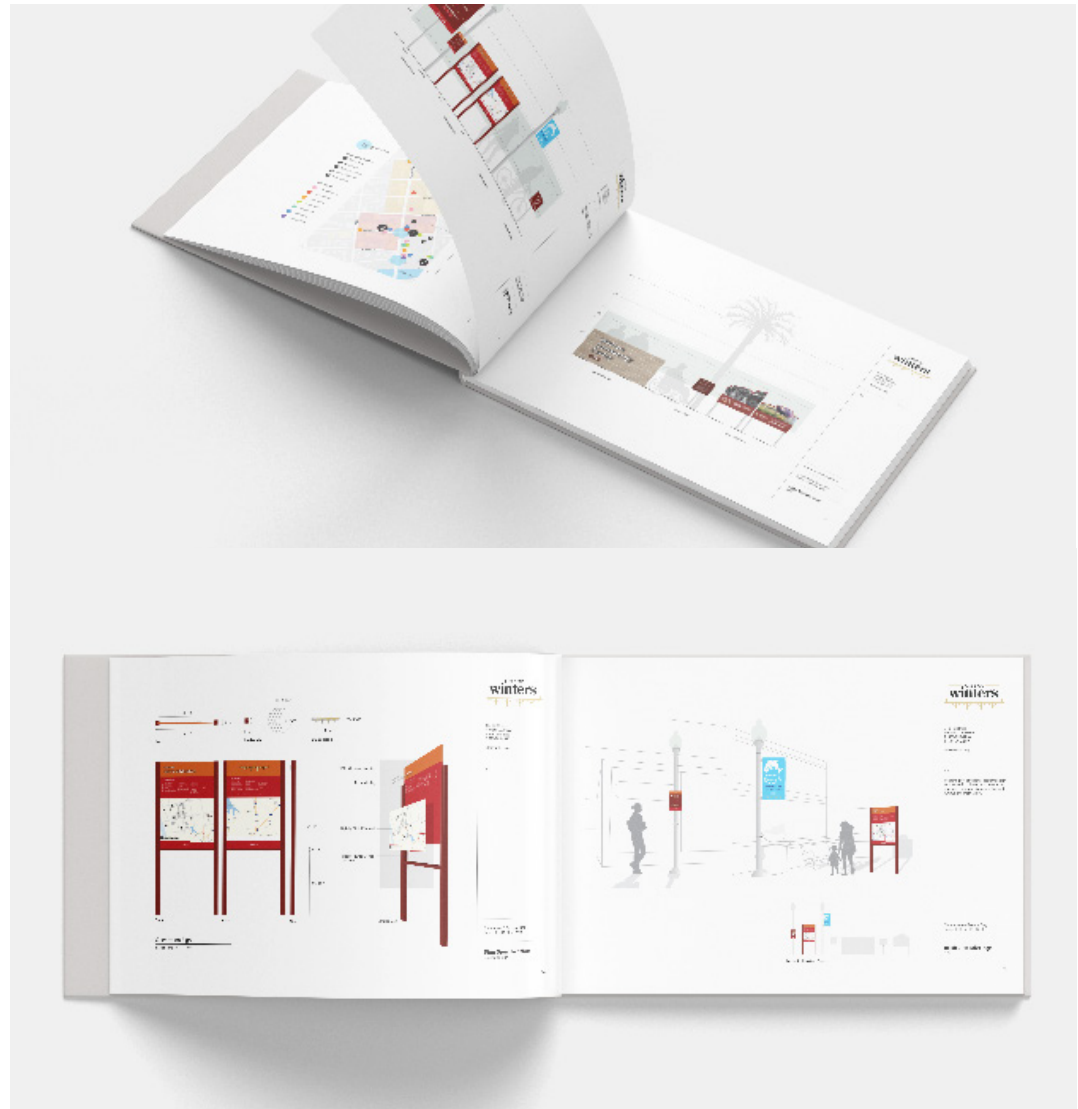
Genesia Ting

Guidance

Tim McNeil  
Lauren Kelly

Duration

Jan – Mar 2018



# CHRISTIE NEO

Book Design      Visual  
Identity

The UC Davis Hummingbird Health and Conservation Program works to study and protect hummingbirds worldwide. I put together a children's book and business cards to support its mission and increase its professionalism.

Role	Designer Project Lead
Partner	Chelsea Best
Guidance	Gale Okumura Lisa Tell
Duration	Apr – Jun 2018



# CHRISTIE NEO

Branding      Visual  
Identity

UCD's yearly Engineering Design Showcase is held in June. In a collaboration between UCD's engineering and design departments, we created logos and visual identities to increase our teams' competitiveness.

Role		Designer Project Lead
Partners	2018	Annie Hu
	2017	Chelsea Best Aaron Ngai
Guidance		Gale Okumura
Duration		Apr - Jun 2017 Apr - Jun 2018

