

Rachel Lin

CONTACT

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EDUCATION

UC Berkeley
Expected Graduation:
May 2020
B.A. Cognitive Science

COURSEWORK

Linguistics 100
Computer Science 61A
Human-Centered Design

SKILLS

Adobe Photoshop

Adobe Illustrator

Sketch

Mandarin

HTML/CSS

HONORS

Graduation Speaker
ASB President 2015-2016
Miss Temple City Ambassador
Court 2015-2016

INTERESTS

DESIGN	DANCE
Graphic	Hip-hop
Fashion	Urban
Web	Chinese
Product	Contemp

PROFESSIONAL EXPERIENCE

Visual Marketing Intern Summer 2017

Food Moves, a mobile app start-up for tracking food trucks in real-time
+ Supported marketing manager with insights on social media and design
+ Implemented principles of design-thinking into graphic design works
+ Graphics reached 1k + audience members on Facebook and Google Ads

Social Media Strategy Intern Spring 2017

Hashcut, a video start-up based in the Skydeck Accelerator
+ Targeted specific age and location demographic with Facebook video contest to promote brand awareness and introduce new users to the Hashcut website
+ Recommended various marketing techniques in direct conversation with CEOs

RESEARCH

Research Apprentice Spring 2018

Linguistics Research Apprentice Program, UC Berkeley Linguistics Department
+ Helped compile an online corpus of the dying language Unangam Tunuu (Aleut) in order to make its reinvigoration and rich lingual value accessible to all

EXTRACURRICULARS AND LEADERSHIP

Co-captain Fall 2017

Identity X, a competitive and collegiate hip-hop/urban dance team
+ Managed and created the marketing content across various social media channels
+ Established a “people come first” mentality and prioritized the value of teamwork
+ Facilitated efficiency through a checklist system during weekly 9-hour practices

Member of the Social Committee Fall 2016

Future Business Leaders of America - Phi Beta Lambda
+ Planned the logistics of a club-wide event and wrote up the timeline and pitch
+ Led activities at retreat in order to maintain our “large club, small feel” identity

PROJECTS

Web Designer

Webveloper, a software start-up for small business optimization
+ Designed the sales landing page for sales reps to close deals with clients

Costume and Graphic Designer

Identity X
+ Costume design reached 1k views overall on Steezy performance videos on Youtube
+ Graphic design reached 9k views overall on the Identity X Youtube channel

VOLUNTEER

English Teacher

2016 AID Summer Program in Tainan, Taiwan
+ Supervised daily schedule and curriculum planning and inspired teammates to challenge the status quo under limiting circumstances in rural-suburban Taiwan

Phone Banker

2015 San Gabriel City Council and School Board
+ Gauged community interest in municipal politics, presented candidates' platforms