**What I Do**

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| **Operations**  Following the lifecycle of a project and ensuring that all necessary steps are taken. | **Project Management**  Leading teams and working with peers to accomplish large tasks. |
| **Marketing**  Promoting brand recognition and nurturing relationships with customers. | **Graphic Design**  Freelance design work available upon request. |

**Work – Single – Direct Deposit Express**

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| *Direct Deposit Express* is an early direct deposit feature by Axos Bank which allows consumers to receive their ACH payment up to two days earlier. I conducted market research and competitor analysis to cultivate a comprehensive launch strategy for the SVPs and VPs. I then coordinated with multiple teams throughout the company over 5 months to execute the initiative. | Deliverables:  landing page, journey emails, homepage hero, organic social media, paid social media, blog post, disclosures, faqs |

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| To differentiate our feature from other banks, we… (1) focused on convenience rather than a “get rich quick” message, (2) gave our feature an explanatory name to maximize clarity, and (3) created a consistent marketing strategy over the course of our launch. In addition, I collected bi-weekly reports from members of the team and summarized for the SVP of Consumer Deposits. | A thorough competitor analysis allowed me to identify the strengths and weaknesses of other financial institutions. See below for audience segment, SWOT analysis, competitor analysis, and marketing recommendations. (Note: some content blurred out for confidentiality purposes.) |

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| Utilizing my knowledge in UX/UI design, I introduced an animated graphic element that visually explained the Direct Deposit Express process. | Payday moves two days earlier (Friday to Wednesday) and the confetti emphasizes the positive feeling customers feel with our feature. |

Link:<https://www.axosbank.com/direct-deposit-express>

**Work – Single – Sustainable Menstruation & Sex**

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| The “Sustainable Menstruation + Sex Kits” is a project dedicated to breaking the stigma centered around menstruation and sex while also teaching sustainable practices and serving as an access to basic needs. I founded this project during my second year at university after combining my two passions: women’s rights and sustainability. | The project received abundant praise by students and faculty, enabling the project to remain a permanent resource on-campus. I also won recognition as “Council Member of the Year” for this initiative. |

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| Each kit contains biodegradable pads and tampons along with sustainable condoms. In addition, there were hand drawn informational guides educating users of alternatives and the environmental impact of the products.  To fund my initiative, I applied and received The Green Initiative Fund (TGIF) grant for $2,700 from the Sustainability Resource Center. | The project focuses on 3 main aspects… (1) education to students, (2) acting as a basic needs safety net, and (3) opening the conversation about traditionally taboo topics. I lead a group of 6 sustainability representatives throughout my time. In the course of 6 months, over 3,000 products were made available to students. |

Link:[None](https://www.axosbank.com/direct-deposit-express)

**Work – Single – Engineering Leadership Awards**

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| The *Engineering Leadership Awards* is an annual event hosted that celebrates the success of engineering at UCSD. I designed the all graphic deliverables for the event and aided in marketing related tasks. I also constructed new templates from scratch and built strategic plans to market to our target audience. | Deliverables:  program, program insert, hyper wall, monitor image, photo backdrop, bookmark, social media (LinkedIn, Instagram, Twitter, Facebook), email banners, invitations, name tags |

Link:ige.ucsd.edu

**Work – Single – Colorism Research**

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| I spearheaded an independent study centered around the topic of perception of attractiveness based on skin color (colorism) among Asian men and women. The research was with a team of 5 and was under guest faculty from Chapman University.  We presented the finalized research at the nationally accredited Western Psychological Association Conference in April 2019. | Through the study, we found out that skin color was not significantly correlated with perception of beauty. A possible reasoning for the results is the beauty industry’s advances towards greater inclusivity and diversity. In addition, perception of attraction due to skin color was no significant between individuals from Western and Eastern cultures. |

Link:**WPA**

**Work – Single – Donation Drive**

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| I managed and planned a college-wide donation drive that helped collect clothing and household goods. The donations were used to raise money for both the International Center and for Disabled Veterans. | Over 150 goods were collected during the donation drive which was held at the end of the school year. The drive benefitted a local causes and diverted student waste. |

Link:**WPA**

**Work – Single – Adobe Beta Tester**

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| I prototyped and reviewed the functionality of Adobe Photoshop software on the iPad and on the desktop. I communicated with the engineering team about the implementation of user interaction functions and the integration of new applications. In addition, I used the software while traveling abroad (Italy, China, and Vietnam) to test connectivity and function. | I utilized my Cognitive Science – Design minor to accurately test the product and recommend changes based off initial conceptual knowledge and competitor analysis. |

Link: None

**Work – Single – Ferrari, Maserati, Alfa Romeo**

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| I worked as a freelance graphic designer for Ferrari, Maserati, and Alfa Romeo of San Diego and Newport Beach. | Projects:  Holiday cards, email banners, invitations |

Link: <https://www.ferrariofsandiego.com/>

**Work – Single – The Inside Tips**

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| I worked as a freelance graphic designer for The Inside Tips. The Inside Tips are free newsletters, curated by Larry Jordan, that help media creators become more efficient. | Deliverables:  Icons, website banners, website logo |

Link: <https://www.theinsidetips.com/>

**Work – Single – Digital Production Buzz**

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| I worked as a freelance graphic designer for Digital Production Buzz. I played an integral part in the entire redesign of the platform. I utilized my knowledge in graphic design and user experience to create deliverables customized to customers. | Deliverables:  Website logo, Youtube banners, podcast banners, conference banner |

Link: <https://www.digitalproductionbuzz.com/>

**Work – Single – Alternative Breaks: Self Represent**

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| Alternative Breaks is an on-campus organization where students engage in volunteer service over spring break. My group, “Self Represent”, focused on minority underachievement and poverty in Washington, D.C.  We spent 15 weeks educating ourselves about issues in the area and preparing for the trip. I was particularly interested in how wealth was divided by location and the voting rights of residents in the district. | There, we volunteered with over 7 different volunteer organization, allowing us to get a holistic understanding on fighting poverty.  One of the most instrumental projects we did was holding a mini career fair at the local Boys and Girls Club. During the career fair, I taught children American Sign Language (ASL) as a way to promote the study of social sciences and foreign languages. |

Link: <https://www.digitalproductionbuzz.com/>

**About**

Hello!

I’m Sally, a third-year Business Psychology major and Cognitive Science – Design minor at the University of California, San Diego. I’m passionate about the intersectionality of business, design, research, and sustainability.

In my free time, I enjoy traveling to new places, walks on the beach, and exploring new food places!

Currently, I am a Marketing Specialist Intern for Axos Bank (San Diego) and am an incoming Operations Summer Analyst at Goldman Sachs (New York). I aim to work in project management or marketing for a company that is equally enthusiastic about people and the environment.

Link: LinkedIn

**Experiential Analysis of San Diego Ecology**

Coursework

**VIS 101** (Introduction to Urban Ecology)

This course examines expanded meanings of the urban and the ecological into new conceptual zones for artistic practice and research, introducing urbanization as complex and transformative processes of interrelated cultural, socio-economic, political and environmental conditions, whose material and informational flows are generative of new interpretations of ecology.

Link: <https://www.ucsd.edu/catalog/courses/VIS.html>

This project focuses on the exploration of the Miramar, Kearny Mesa, and Clairmont area of San Diego. I analyzed the current urban ecological state and focused on strategies to improve the land use.

The main issue with this area was the lack of strategic use of land. My solution is a **mixed-use experiential energy park** that worked in conjunction with the City of San Diego’s zero waste goals.

In the new mixed-use experiential energy park, new ecologies would be integrated…

1. Green Bridges
2. Experiential Energy Production Parks
3. Hiking Trails / Nature Preserve
4. Affordable Reduced-Price Housing
5. Noise Buffering Ecology
6. Mobile Micro-Grid

The Progressive Intersectionality: Zero Waste & the Mixed-Use Experiential Park

The construction of the park would work alongside San Diego’s zero-waste goal of 2040. The Miramar landfill will change drastically with larger compost and recycling areas but smaller waste areas. Our integration technique would optimize land use efficiency and community involvement with the area.

* Phase 1: The landfill (pink circles) remains in its original shape. The various ecologies begin to form on the outskirts of the area. To optimize land use, we will utilize the mobile microgrid (black lines) to fill the areas between the landfills for energy production.
* Phase 2: The landfill begins shrinking due to total reduction in single-use waste. The area becomes more developed. The noise cancelling ecology (orange dots) are strategically added to act as a buffer between the airbase and housing (purple pattern).
* Phase 3: Sections of the landfill are no longer necessary. Also, areas of the landfill such as composting are slightly relocated for the continuation of the main experiential park, which remains fluid and grows as the land changes. The green bridges (green rectangles) multiply and connect the area as the experiential park becomes an integral part of the city. Hiking trails (brown lines) begin connecting the canyon with housing and experiential parks, forming more public ecologies.
* Phase 4: The different ecologies interconnect to form a grand public space. The landfill transforms from a once hidden eye-sore to an educational resource within the park. The use of green bridges connects the two land areas without disrupting the canyon.