



# SARAH WANG

*UI/UX & Visual Designer*

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## ABOUT ME

My goal is to design highly functional visual designs from complex ideas by utilizing human-centered design strategies to create the best user experience possible.

## EDUCATION

University of California, Davis (2017)  
B.A. Design, 3.7 GPA

## TECHNICAL SKILLS

Color Theory  
Typography  
Prototyping  
User Testing  
Visual Communication

## SOFTWARE

Adobe Creative Cloud Suite  
(Photoshop, Illustrator, InDesign, Lightroom)  
Sketch  
Javascript

## INTERESTS

Graphic & Web Design  
UI/UX & Product Design  
Marketing & Advertising

## AWARDS

University Art's UArt Art Competition (2011)

- Emerging Artist (ages 14-18)
- Placed third place out of +100 participants

## RELEVANT COURSEWORK

### Graphic Design & Web Design

- Produced food packaging design based off of biomimicry
- Collaborated in a design team of 3 to design a social cause campaign against the cruel practices of makeup testing on animals
- Developed a working prototype of a website on endangered species for an entry to ISEA 2017 International Symposium on Electronic Arts

### Human-Centered Design & Information Design

- Collaborated in a team of 3 to create an alumni mentorship program as product or service to retain or recruit young, creative adults to the City of Davis for the City of Davis
- Designed a new wayfinding system for cyclists and pedestrians for the City of Davis
- Created a interactive educational board game called Radioactive Rabbit to teach ages 7+ about radiation exposure

### Product Marketing and Management

- Collaborated in a team of 6 as VP Communication to analyze and restructure ChapStick's 2015 marketing strategy and campaigns

## EXPERIENCE

### UC Davis Design Department Imagining America Group Study Participant Davis, CA | January 2017 - March 2017

- Participated in a design team of 10 to design press materials for an expected 800 attendees for the Imagining America conference hosted by UC Davis & Imagining America organization
- Prototyped web pages for Imagining America website for UC Davis

### UC Davis Design Department Academic Internship Davis, CA | January 2017 - March 2017

- Co-produced an interactive exhibition with a design team of 8 for Sacramento's largest annual art exhibition event, ArtStreet, hosted by M5Arts, with over 15,000 attendees per year

### CHEGG Brand Ambassador

#### La Jolla, CA | January 2014 - January 2015

- Utilized social media skills to target intended audiences via social media platforms to advertise products and services such as InstaEDU, CHEGG'S online education tutoring service, and CHEGG'S campaign, #EdOnCampus, to bring Ed Sheeran, a popular singer songwriter, to their school's campus for a concert recruiting people on social media to vote daily on CHEGG's website.

### Freelance Photographer

#### La Jolla, CA | November 2013 - April 2014

- Photographer for Instagram-famous fashion blogger @vanessaaameow
- Photos taken are still featured on Vanessa's Instagram blog