



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, that has 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