

Education

University of California, Berkeley: Undergraduate, *Major* - Environmental Policy/Society and Environment *Minor* - Food Systems
Gateway High School, San Francisco: Graduate, 2016; High Honors
Art school; Art Works, San Francisco: 11 years

Skills

Graphic Arts and Design

Skilled in multimedia arts and graphic design

- 15+ years of fine art training in oil, acrylic, watercolor painting, charcoal, pastels, graphite.
- Designed new logo for School of the Arts (SOTA) High School Robotics team - Successfully rebranded the team through new logo, apparel, and campaign posters to reflect their innovative work and to attract potential recruits.
- Designed YMCA's Awareness & Campaign Poster - 2015: Reflected and illustrated the YMCA's values and theme of the year. Raised a record breaking \$7,138,551 to serve children, families, and adults in the community.
- Redesigned mascot for Credit Karma's Security team.

Experienced in Photoshop, Illustrator, and Lightroom

- Advanced knowledge - work interchangeably and efficiently between the three programs utilizing my fine arts and media background.
- Continuing to develop my knowledge of graphic design, color theory, typography, composition, and light at UC Berkeley through advanced courses, including Berkeley's competitive Innovative Design Course, *Graphic Principles of Design*.
- Use programs to design logos, campaigns, freelance design, apparel, flyers and to explore my own creativity.

Photography - trained in film/darkroom photography, portraiture, food photography, and editing

- Experience working with film SLR, DSLR, interchangeable lens cameras; have understanding of manual and automatic controls
- Advanced understanding and eye for composition, lighting, aperture, and exposure
- Work in Lightroom to edit my photography; using HSL sliders, exposure adjustments, white balance, and the tone curve to bring my photography to the next level
- Started a new and growing Instagram and social media presence dedicated to my cooking and lifestyle - showcases 70+ carefully curated images and is updated on a regular basis
- Curated photo gallery highlighting my film photography at professional art gallery in San Francisco

Communications, teamwork, leadership

5 years of experience and participation in debate and Model United Nations programs

- National Committee chair - lead a youth group through the rigorous process of passing proposals and bills. Supervised and lead activities, debates, taught public speaking, and supported my team through one-on-one meetings and discussions.

Reliability & work ethic

3+ years experience in customer service and barista and register work

Fluent in English and Russian, basic knowledge of Spanish

Experience

Freelance Designer, Credit Karma, San Francisco CA — Present

Designed new mascot and face for Credit Karma's security team. Worked closely with the supervisor to ensure their vision was accurately presented. My artwork is currently being used in-office.

Barista & Sales Associate, Jane, San Francisco CA — Summer 2016

Kept the cafe, workspace, and counter clean, organized and presentable. Worked efficiently at the register making sure that all orders were correct and timely. Maintained a professional attitude while at the same time, sparked up conversations with locals and guests ensuring that their stay was enjoyable.

Student & Intern, Paulding and Company, Emeryville CA — Summer 2014

Trained with top chefs in preparation, serving, experimentation, and innovation of new dishes. Focused on incorporating locally grown produce into recipes to highlight the best ingredients and flavor. Our final presentation consisted of a 5 course meal where we fed 50+ guests. Supervised and taught young children knife work, recipe translation, and preparation.

Floor Staff, Exploratorium Museum of Science, Art, and Human Perception, San Francisco CA — 2013-2014

In charge of guest experience. Participated and lead demonstrations which included teaching human perception, how sound and light work, and directed presentations to give guests a deeper understanding of the world around us.

References

Samantha Smith - Paulding & Company (808) 557-0093 samalayas@yahoo.com
Cameron Burch - YMCA Youth & Teen Director (415) 242-7113 cburch@ymcasf.org
Others available upon request