

# Shannon Chu

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## EXPERIENCE

### **Designer, Art Director — XYZ** | [wearexyz.com](http://wearexyz.com)

May 2017 - Present

- Launch creative marketing campaigns (print & digital out-of-home and online) end-to-end, from strategy and concept generation to design and production.
- Create layout, graphic, web and production designs for clients including Pinterest, eero, Dropbox, Supercell, Accel and PerimeterX.
- Art direct 3D renders and video productions.
- Collaborated on the company rebrand and website redesign.
- Ensure all B2B communication, including brand assets, presentations, proposals, emails and marketing content to foster new business growth.
- Built the company intranet to centralize brand, production and sales resources.

### **UX Design Intern — UC Berkeley** | [sis.berkeley.edu](http://sis.berkeley.edu)

June 2015 - December 2016

- Replaced multiple legacy information systems for 35,000+ students and staff.
- Communicated user needs and product strategy to campus stakeholders using insights from user research and design-thinking workshops.
- Designed class enrollment user flows and advising UI components.
- Identified opportunities to boost user adoption through feedback gathered from co-chairing a student advisory group.

### **Developer — Cal Blueprint** | [calblueprint.org](http://calblueprint.org)

September 2015 - May 2016

- Collaborated with a team of engineers to design, develop and launch a Ruby on Rails app that helps senior citizens form communities, coordinate events and communicate.
- Hosted panels and hackathons promoting tech for social good.

### **Design Editor — The Daily Californian**

January 2013 - December 2014

- Managed team of 27 layout designers, graphic artists and illustrators.
- Streamlined production and increased visual content in the publication by implementing a new position and simplifying the design team workflow.
- Coordinated schedules, edited and approved design content on a daily 5 p.m. deadline.

### **Graphic Design Intern — Ready Artwork**

Summer 2013

- Created graphics, wireframes and style guides for B2C eCommerce web projects.
- Crafted print and online branding and marketing materials.

## EDUCATION

### **UC Berkeley**

2012-2016

B.A. Cognitive Science  
Human-centered design focus

## SKILLS

### **Creative:**

Visual Design  
User Experience  
Branding  
Marketing Campaigns  
Prototyping  
Product Vision  
User Research & Testing  
Art Direction

### **Proficient In:**

Adobe CC  
Sketch  
Omnigraffle  
InVision

HTML / CSS / basic JS  
Ruby on Rails  
Python