

## EDUCATION

The University of Texas at Austin  
May 2017

B.S. in Advertising  
Business Foundations Certificate

## SKILLS

Sketch  
Illustrator  
Photoshop  
InDesign  
InVision  
MS Word  
MS PowerPoint  
MS Excel  
WordPress  
Basic HTML/CSS  
Salesforce  
Pardot  
Mailchimp

## COURSES

User Experience Design  
Advertising Research  
Brand Storytelling  
Creativity Strategy  
Digital Graphic Communication  
Digital Imaging and Visualization

## HONORS

1st Place at Roden Scholars' Case  
Study Competition (out of 15 teams)

1st Place in communications  
campaign team presentations  
**Clients:** Hewlett Packard (HP), U.S.  
Air Force (USAF), University Health  
Services (UHS), MultiCultural  
Refugee Coalition

Academic Excellence Award

## EXPERIENCE

**Marketing and Design Intern**  
RigUp

Oct 2016 – May 2017

Delivered visualization to support the product and the brand through **rapid iteration design process**. Designed simplified contents to represent complex sets of data. Concepted and built **high-fidelity wireframes and mockups**.

**Senior Student Manager**  
UT Residence Hall Administration Office

Mar 2015 – May 2016

Advised, assisted, and redesigned **50+ food labels with 10,000+ in production**. Collaborated with supervision to improve the structure of office operations. Strategized product promotion plans catered to customers' need.

**Marketing Intern**  
Pivot3

June 2015 – Aug 2015

Segmented and analyzed targeted customers and prospect interactions from internal contact database and external vendors. Conducted **A/B testing** to learn audience behaviors and optimize to increase conversion rate in email responses.

**Interactive Design and Development Intern**  
EnviroMedia

June 2015 – Aug 2015

Updated and maintained client and internal websites to grow media exposure using **HTML and CSS**. Developed, evaluated, and performed web and digital content accessibility for audience with disabilities. Participated first-hand in the lifespan of an entire web project from initial conception to final deployment.

## LEADERSHIP

**Co-Founder, President, Financial Director**  
Austin Young Adult Division

Fall 2014 – May 2016

Created the first Buddhist organization on UT campus to foster diversity, openness, and community. Hosted bi-weekly meetings, socials, and volunteering events that allowed members to learn more about Buddhism teachings and culture.

**Project Manager**  
Asian Business Students Association

Fall 2013 – May 2014

Lead two different committees of 12 people to host UT's largest food giveaway event with **800+ attendees**. Supervised the outreach to over 100 local businesses sponsorships and expanded publicity through social media by increase of **33%** from previous year.