

# TATE YEUNG

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California Polytechnic  
State University,  
San Luis Obispo

Bachelor of Science,  
Graphic Communication  
UX/UI Design concentration

Ethics, Public Policy,  
Science, and Technology *minor*

Expected Spring 2021

## SKILLS

### Hard

Sketch, Figma, Framer X

Adobe CC (Illustrator, Photoshop,  
InDesign, Premiere Pro,  
Experience Design)

HTML, CSS, Webflow,  
website builders

G Suite, Microsoft Office, iWork,  
macOS, Windows

### Related soft

user experience design,  
user interface design,  
still and motion graphic design,  
UX writing, copywriting,  
web development, branding

### General soft

leadership, public speaking,  
interpersonal communication,  
collaboration, customer service

Build it, and they will come;  
build it well, and they will stay.

## DESIGN & LEADERSHIP EXPERIENCE

### FEATURED WORK

tateyeung.com/cnh

#### UI/UX Designer

Circle K International, CNH District

MAY 2018–PRESENT

##### UI & UX design, UX writing, web development

- Created UI mockups and prototypes for a brand-new online chapter administration portal to be used by over 70 chapters, and iterated upon common pain points based on UX study.
- Created UI mockups and prototypes for a brand-new mobile application for District conventions with over 700 attendees.
- Created a design system and UI mockups & prototypes for the District website, and updated content.
- Collaborated with engineers and developers from respective teams.

#### President

Circle K International, Pasadena City College Chapter

APRIL 2017–MARCH 2018

##### Graphic design, branding, web development, marketing, copywriting

- Rebranded the club and designed supporting collateral for events weekly.
- Increased membership of a large-scale event by 10% through the creation of a visual identity, electronic promotional material (website, ads), and an effective marketing campaign.

##### Leadership

- Oversaw an executive council of five, collaboratively leading a community service club of over 50 members.
- Engaged members through public speaking and interpersonal communication to increase retention 50% year-over-year.

#### Graphic Design Intern

iDigBrand

SUMMER 2016

##### Graphic design, UX writing, motion graphics

- Created multilingual (web and print) banner advertisements and website mockups for the launch campaign of an American hotel company's booking system for Chinese audiences on WeChat, iterating on feedback from stakeholders.
- Studied the company's existing website and content structure and proposed revised copy and structure.
- Rotoscoped snippet of a movie for use on the header of its website.

#### Graphic Designer

Arcadia High School, Apache News

AUGUST 2015–JUNE 2016

##### Journalism, leadership

- Produced, edited, anchored, or reported for seven episodes of a weekly video news show broadcasted to the entire campus of over 4000 students and published online.

##### Graphic design, branding, motion graphics, video editing

- Established an unprecedented unifying brand and collateral (lower-thirds, advertisements, and graphics) that is still in use today.

## GENERAL WORK EXPERIENCE

#### Team Member

Labobatory (San Gabriel, CA)

JUNE 2018–AUGUST 2018

- Front-of-house (customer service, taking orders, point of sales)
- Back-of-house (making tea drinks, basic cleaning, preparing ingredients)

#### Team Member

The Pond (Arcadia, CA)

JANUARY 2018–AUGUST 2018

- Front-of-house (customer service, taking orders, point of sales)
- Back-of-house (making ice cream mix, basic cleaning, preparing ingredients)