

Experience

After Hour Happy Hour

July 2021 - Present

Podcast by three Asian American gals

Spearheaded and established branding concepts and visuals. Created all graphics across social media platform. Launched and established organic 18k+ listeners, and 50k+ subscribers.

Doe Lashes

Jan 2021 - April 2021

Beauty company specializing in lashes

Conceptualized and piloted new custom lash quiz. Ideated and delivered media graphics such as Instagram posts, and ad collaterals for media usage. Designed web and mobile app graphics to engage customers.

Freelance

Best Behavior

September 2021 - January 2022

Card game designed to bring people closer

Made by CantoMando, a trio of leading Asian American content creators. Built a website from scratch to advertise client's product. Developed concepts, visuals, and branding for the product website. Established graphics and animations to increase customer engagement.

Verb Energy

May 2021 - June 2021

Plant-powered energy snack company

Doubled click through rates by elevating email templates for a new product launch. Redesign deliverables for client to use templates for any future product marketing.

Wonderland

April 2021 - May 2021

eCommerce one-stop-shop learning platform

Issued a branding concept for the learning platform. Handled all branding guidelines and constructed a branding deck to direct web developers and web designers.

Education

University of California, San Diego

Class of 2020

Major - B.S Human Computer Interaction
Minor - Design

Skills

Figma
Invision
Sketch

Adobe Creative Suite
Adobe Photoshop
Adobe Illustrator
Adobe InDesign

Adobe After Effects
Adobe Premiere Pro