

# VICKY SHI

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## EDUCATION

**University of Pennsylvania** | Philadelphia, PA

May 2021

*Bachelor of Arts*

*Major:* Visual Studies | *Minor:* Design

*GPA:* 3.31/4.00

## PROFESSIONAL EXPERIENCE

**Moesif, Inc., UI/UX/Graphic Designer** | San Francisco, CA

2021 – 2022

- Designed and maintained main website with updated graphics, information, and coding elements
- Doubled click-through rate by redesigning and reimplementing eBook and documentation landing pages with HTML, CSS, and Liquid
- Revamped core application with CSS and React to add improved navigation elements to improve accessibility and better align with industry standards
- CSS subject matter expert providing troubleshooting and guidance for frontend engineering team
- Lead designer responsible for producing company creatives including multi-platform ads, header images, video splash screens, and eBooks using Adobe Suite, ensuring file size compatibility and visual alignment with publication environment
- Drove cover and insert design for Moesif's O'Reilly publication (print and digital) through multiple rounds of design, feedback, and proofing
- Edited video promotional material and case study raw footage into short and long format content for public distribution. Modernized internal toolset from legacy software to professional-grade applications including Adobe Suite.

**Penn Urban Studies Office, Graphic Design Assistant** | Philadelphia, PA

2020 – 2021

- Designed and edited promotional material such as posters, flyers, postcards, buttons, and stickers using Photoshop, Illustrator, and InDesign
- Organized and maintained programmatic website using Drupal
- Provided general assistance such as answering office calls, directing students and staff to proper locations, and resolving technical issues

**Wharton Computing, Technical Assistant** | Philadelphia, PA

2017 – 2019

- Migrated department website to new platform, ensuring new design was uniform and comprehensively informative
- Resolved setup tasks, software and hardware malfunctions, internet connectivity issues, and other technical problems
- Troubleshooted devices including but not limited to Apple and Android products, PCs, and tablets

**Center for Autism Research at CHOP, Data & Computer Science Assistant** | Philadelphia, PA

2015 – 2016

- Designed website visuals with HTML, CSS, and JavaScript
- Tested website functionality with Python scripts
- Cleaned and updated research data using MySQL and Excel

## LEADERSHIP & OTHER EXPERIENCE

**Penn Sangam, Special Events Chair** | Philadelphia, PA

2017 – 2018

- Coordinator of Penn Sangam's Chai House, a monthly discussion event that engaged with relevant topics related to the Asian-American community
- Reached out to managers and agents to bring well-known figures of the greater Asian community to campus
- Collaborated with Graphic Design Chair to design organization material and approve advertisements for group events

## RELAVENT SKILLS

*Technical:* Photoshop; Illustrator; InDesign; Premiere Pro; After Effects; React.js; HTML; Markdown; CSS; SCSS; JavaScript; jQuery; Liquid; Figma; Sketch; Java; Python; Git; GitHub; Word; PowerPoint; Excel

*Language:* English (native); American Sign Language (intermediate); Mandarin Chinese (intermediate); French (intermediate)