

# VICKY SHI

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## SKILLS

**Programming Languages:** TypeScript, JavaScript, React.JS, HTML(5), CSS(3), Markdown

**Development Tools and Technologies:** Git, GitHub, Visual Studio Code (VSCode)

**Design Technologies:** Figma, Adobe Creative Suite – Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe Premiere Pro

**Microsoft Technologies:** Microsoft Word, Microsoft PowerPoint, Microsoft Excel

## PROFESSIONAL EXPERIENCE

**Moesif, UI/UX Developer** | San Francisco, CA

2021 – 2022

- **Improved** page load time for home page by using CSS Image Sprites
- **Improved Click-Through Rate (CTR) by 200%** by redesigning the HTML, CSS, and Shopify Liquid pages
- **Partnered and consulted** Front-end Engineering team with **CSS** as a **Subject Matter Expert (SME)**
- **Lead CSS developer** for product upgrades including **Onboarding flow** and **Sidebar Navigation flow**
- **Lead Designer** for driving **Moesif's O'Reilly publication (print and digital)**
- **Lead Designer** for driving social media marketing campaigns using **Adobe Creative Suite** and **HubSpot**
- **Video Editor** for Moesif's social media for YouTube and LinkedIn using **Adobe Creative 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 Adobe Photoshop, Adobe Illustrator, and Adobe InDesign
- **Organized and maintained** programmatic website using Drupal (CMS)
- **Assisted** student population and faculty by resolving technical issues

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

2017 – 2019

- **Partnered in a team of 5** to perform website migration
- **Responsible** for unified new design and content for the new website
- **Assisted** student population and faculty in resolving technical issues

## LEADERSHIP & OTHER EXPERIENCE

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

2017 – 2018

- **Coordinated** Penn Sangam's Chai House, a monthly discussion event that engaged with relevant topics related to the Asian-American community
- **Partnered** with 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

## EDUCATION

**University of Pennsylvania** | Philadelphia, PA

May 2021

*Bachelor of Arts*

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

*GPA:* 3.31/4.00