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, *UI/UX Developer* | 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 Shopify Liquid
- Revamped core application with CSS and React.js 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; Typescript; Styled Components; HTML; Markdown; CSS; SCSS; JavaScript; Shopify Liquid; Figma; Sketch; Java; Python; Git; GitHub; Word; PowerPoint; Excel

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