ANNIE YU

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WORKBYANNIE.COM

EDUCATION	2014 - present	**University of California, Los Angeles**
		Design | Media Arts
		GPA 3.76

WORK & **EXPERIENCE**

Winter 2018 - present

Product Intern
Tinder HQ
Los Angeles, CA

Redesign Tinder Web to take advantage of the increased space vs. mobile, separate messages and match list to increase clarity, and display matches in a grid-view to improve user's ease of access and, in turn, promote messaging.

Iterate on numerous low-fidelity UX flows and high-fidelity protoypes in Sketch/ Principle for users' profile-settings, which would change due to a feature that surfaces profile information for increased context on profile cards before matching.

Fall 2017 - present

Design Director
LA Hacks Design Team
Los Angeles, CA

Branded LA Hacks, an annual student-led hackathon for over 1000 invited participants, with punchy, interactive characters to stand apart from typical rigid branding of hackathons.

Led a team of 4 designers to create 2-D graphics, motion graphics, and hand-drawn animations which attracted over 2200 applicants.

Fall 2017
Spring 2017

Vice President of Operations,
Marketing Chair
Sigma Eta Pi, Entreprenurship Fraternity
Los Angeles, CA

Run meetings for up to 40 active members by coordinating alumni and student speakers and workshops covering start up culture and professiona experience.

3-D model and animate the organization's symbol, the phoenix, for media across the organization's Facebook, website, over 5000 distributed recruitment flyers and 40 t-shirts.

Independently booked, rephotographed, and edited 32 member's headshots within a week turnaround for a recruitment event's marketing on Facebook.

Summer 2017

Character Design & Mobile Programming Teaching Assistant
UCLA Game Lab
Los Angeles, CA

Led classes of 20 high school students in conceptualizing characters and rendering, rigging, and animating 3-D character models in Blender.

Advised and debugged students' code as they developed their single-player mobile games using p5.js, a javascript library used for creating graphic and interactive experiences.

SKILLS

CREATIVE Sketch, Principle, Adobe Suite, Blender, Unity,
PROGRAMMING HTML5/CSS3, C++, Java/Processing, Javascript/P5.JS
LIFE Owns a precious dog, can make guacamole in under 1 minute