ANNIE YU

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CARGOCOLLECTIVE.COM/ANNIEYU

EDUCATION

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

WORK & EXPERIENCE

2017 - present **Design Director**
LA Hacks Design Team
Los Angeles, CA

Iterate through numerous friendly, color characters and palettes to conceptualize a new brand and character for LA Hacks 2018 which would stand apart from typical rigid branding of hackathons.

Create a design guide and assess recruitment for future team members.

2017 - present **Marketing Chair**
Sigma Eta Pi, Entreprenurship Fraternity
Los Angeles, CA

Rebrand the organization's symbol, the phoenix, by 3-D modelling the flat graphic and animating it for media across the organization's Facebook, website, and recruitment flyers and shirts.

Enforce a more lively, modern interpretation of the organization's green and gold colors.

Manage the website's 32 headshots by booking, re-photographing, and editing said photographs within a week timespan to also distribute for Facebook profile pictures to market later recruitment events.

2017 **Character Design & Mobile Programming Teaching Assistant**
UCLA Game Lab
Los Angeles, CA

Guided classes of 20 high school students to conceptualize character designs and render, rig, and animate 3-D models of said designs in Blender.

Advise 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.

2016 - 2017 **Motion Graphics**
LA Hacks Design Team
Los Angeles, CA

Produced motion graphic videos to excite over 2000 student programmers and designers to apply to one of the largest hackathons on the west coast.

Collaborated with the LA Hacks team to encourage more ingenuity through a playful color palette and use of building block characters.

SKILLS

CREATIVE Blender, Adobe After Effects, Illustrator, InDesign, Photoshop, Premiere, Unity, Sony Vegas Pro
PROGRAMMING C++, Processing/Java, P5.JS, HTML
LIFE Thoroughly enjoys popcorn, can make guacamole in under 1 minute