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EDUCATION

UNIVERSITY OF CALIFORNIA, DAVIS

2019-2023

Bachelor of Arts, Design

Cumulative GPA: 3.773

Dean's Honor's List: Fall 2019, Winter 2022, Spring 2022-Spring 2023

EXPERIENCE

PROGRAMS MARKETING AND EVENT PRODUCER

November 2022 - June 2023

University of California, Davis

- Designed and published 40+ event and registration pages on the Cal Aggie Alumni Association website using Canva and SiteFarm, to attract over 200 attendees to participate in the events throughout the year
- Utilized Adobe Illustrator to design various graphics for alumni swag such as tote bags, stickers, and portfolios, representing the UC Davis identity and fostering the university's culture

DESIGN AND MARKETING ASSOCIATE

November 2022 - June 2023

TEDxUCDavis

- Designed marketing content for Instagram, Facebook, and LinkedIn using Canva and Procreate, contributing to a successful campaign that attracted 6 notable guest speakers and over 200 participants
- Collaborated with over 20 students across various departments to formulate the program timeline and requirements to ensure the event is hosted on the announced date and within the budget

ACCOMPLISHMENTS / CERTIFICATIONS

GOOGLE UX DESIGN CERTIFICATION

October 2023

- Gained proficiency in UX design methodologies and best practices through hands-on experience by creating prototypes, wireframes, and conducting usability testing

DESIGN INTERACTIVE FELLOWSHIP

Winner: Most Innovative Design

June 2023

- Led the user research effort and designed surveys on Google Forms to identify user pain points from over 35 UC Davis students allowing the team to make informed design considerations based on the responses
- Utilized Figma to redesign the UC Davis class registration tool motivated by research results, enabling students to gain better insights into their degree requirements and graduation timeline

HACKDAVIS

Winner: Best Campus Living Hack

April 2022

- Utilized Figma, Procreate, and Google Firebase to design the user interface, create the logo, and store user data on a cloud platform for seamless accessibility for developers
- Collaborated with a team to design and develop a web application that tackles food insecurity and food waste by connecting local restaurants in Davis to people in need

SKILLS

Design Skills: Adobe Suite, AutoCAD, Figma, Canva, Microsoft Suite

Programming Skills: HTML5/CSS3, Processing, Python, Google Cloud Platform