

WORK EXPERIENCE

Freelance Graphic Designer, Self-employed

Winfield, IL (remote) | June 2022 – November 2023

- Ability to work with various business clients (I Love Frys and other local businesses) by developing and redesigning logos, menus, business cards, and products, designing A-Frame boards and websites to achieve the company's desired brand image and guidelines
- Created over 25 different window decal designs and create designs for advertisement boards for restaurants to help increase customer engagement and boost revenue
- Completed projects to ensure client satisfaction and project efficiency prior to the deadline
- Established and maintained relationships and communication with clients by using different communication platforms (social media, text, e-mail, and phone)

Adjunct Faculty, Rochester Institute of Technology

Rochester, New York (hybrid) | August 2022 – December 2022

- Instructed a class of 6 students two times each week
- Prepared and delivered the curriculum for Graphic Design and Typography II to teach in-depth student's understanding and applying the concept of graphic design and typography and further assist with their projects
- Maintained and fostered a positive learning environment in the classroom by delivering, creating, and modifying the course using different approaches to help enhance students' knowledge of the course material
- Maintained class syllabus and provided one-on-one meetings with students to discuss their performance, provide support and feedback on assignments/projects to ensure satisfaction with their degree program requirement

Social Media Specialist, Student Life Team

Rochester, NY (hybrid) | August 2021 – February 2022

- Collaborated on Rochester Institute of Technology event ideas: I joined brainstorming sessions to create exciting event concepts with the team.
- Designed flyers and visual content: I made eye-catching flyers and captured event moments through videos and photos
- Managed video production for events: I filmed and edited event videos to showcase them professionally
- Enhanced Rochester Institute of Technology's visual content library, making them valuable for future promotions within the Rochester Institute of Technology community.

Social Media Intern, American Society for Deaf Children

Woodbine, MD (remote) | June 2020 – November 2020

- Crafted Instagram posts with meticulous attention to pixel dimensions, ensuring optimal visual impact
- Consistently aligned posts and stories with event themes to enhance brand cohesion
- Maintained open communication with the supervisor to receive assignments and valuable design feedback, fostering a collaborative and effective design process

Social Media Marketing Intern, KaleidoscopeME™

Rochester, NY (on-site) | May 2019 – August 2019

- Developed 15 different concept designs of social-emotional learning and meditation to help the youth understand wellness and mindfulness, then created social media mock-ups with the concept designs to see which concept and hierarchy were effective, and then narrowed the final design
- Researched and developed keywords, hashtags, and descriptions for the youth to learn and understand mindfulness and wellbeing
- Ability to take photographs of animals at a local zoo to represent the KaleidoscopeME™'s characters

Media Assistant, Asian Deaf Club

Rochester, NY (on-site) | August 2017 – April 2018

- Designed visually engaging flyers centered around themes for the Asian Deaf Club events, ensuring effective promotion
- Took charge of recording and skillfully editing videos for announcements and events, contributing to a polished and informative visual content library
- Captured captivating photographs during Asian Deaf Club events and in collaboration with the Rochester Institute of Technology community, documenting key moments and fostering a sense of community

AREA OF DESIGN

- Brand Identity
- Publication Design
- Layout Design
- Typography
- User Experience Design
- User Interface Design

TECHNICAL SKILLS

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Adobe Creative Cloud
- Adobe Acrobat
- Color Theory
- Figma
- Photography
- Google Suite
- Microsoft Office

SOFT SKILLS

- Communication
- Organizational
- Multitasking
- Problem-Solving
- Time Management
- Teamwork
- Collaboration
- Feedback integration
- Resourcefulness
- Creativity and innovation
- Topic and Image Research

EDUCATION

Rochester Institute of Technology

Master of Fine Arts
Visual Communication Design

Rochester Institute of Technology

Bachelor of Fine Arts
Graphic Design

Rochester Institute of Technology

Associate of Applied Science
Design and Imaging Technology

EXTRACURRICULAR

ACTIVITIES

Exhibitor, IMAGINE RIT

Rochester, NY | April 2023

- Printed large-size posters for eight portrait typography and small size for stickers. Explained to attendees about Why Deaf Communication Awareness is important and Do's & Do Not's

Interim Vice President, Asian Deaf Club

Rochester, NY | February - April 2023

- Prepared and delivered messages and discussions in a team meeting. Assigned team members their tasks to complete before events. Maintained relationships and communication with team members by using sign language