

SUMMARY:

- Developed social brand launch resulting in an uplift of 0 to 14k Twitch followers in one year
- Created content strategy resulting in a growth of 20k to 53k Youtube followers over a year
- Led in-house marketing nativisation strategy, for product launch into the asian market. Resulted in 7,000+ new users in the first few days
- Worked on rebranding marketing strategies for a company with 5.1 million monthly active users

SKILLS:

UX design, UI design, Design research, Photography, Brand Development, Identity design, Typography, Content strategy, Social Media Strategy, SEO, Studio Systems, Prototyping

PROFICIENCIES:

Sketch, Figma, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, After Effects, Pro tools, Microsoft Word, Excel, HTML, CSS

WORK EXPERIENCE:

IMVU, Redwood City/San Francisco, CA

Marketing Graphic Designer/Product Graphic Designer 2017 - 2019

- Evolved company S.E.O. marketing strategy, through research, resulting in an uplift in app downloads on mobile and desktop.
- Advised on brand development and outreach strategies for previously under leveraged social platforms including Youtube, Twitch, and Instagram.
- Researched and developed in-depth design approaches to better leverage brand values to audience of 5.1 monthly active users and potential new users.
- Designed advertisements for company campaigns both in user acquisition and user marketing to drive company engagement and sales.

Freelance Designer and General Strategist, Stockton / San Francisco, CA

Self-employed Freelance Designer, 2006 - 2017

- Designer, photographer, and creative marketing advisor for clients and small business. Resulting in better market strategy/content, stronger branding, and better organized systems.
- Planned unique project solutions in close coordination with clients. Jobs frequently involve short deadlines, self-monitoring, constant communication, and iteration.

Whole Foods, Berkeley, CA

Instore Marketing design/Team member 2014 - 2017

- Trained in store marketing, brand research, and worked on effective consumer messaging to maximize department profitability.
- Role involves planning, team building, learning, communication, and a thorough understanding of product brands and resulted in increased departmental sales uplift.

Fritz Chin Photography, Inc. Stockton, CA

Web Designer/Graphic Designer/Photographer, 2011, 2012

- Lead marketing and web designer.
- Created unique stand-alone project solutions and with clients as needed. Job frequently involved short deadlines, self-monitoring, and constant communication.

City of Stockton, City Manager's Office Stockton, CA

Confidential Administrative Assistant/Webmaster October - December 2010

- Developed revisions to the government website resulting in clearer information and updated user experiences for citizens.
- Led interdepartmental coordination efforts in the city's website rebranding resulting in faster and more efficient

EXHIBITS/INTERNSHIPS:

- 2011 California's 11th Congressional District of the U.S., Stockton, CA - Congressional Intern
- 2009 San Joaquin A+, Stockton, CA - Design Internship
- 2009 Exhibiting Artist at California Street Studio San Francisco, CA - Thesis Pieces: Exhibiting Artist Company, "Strange Connection" Technology installation.
- 2009 Exhibiting Artist at Thatcher Gallery San Francisco, CA - Climates: Exhibiting Artist, "Invisible Room" auditory installation.
- 2008 - 2009 Shingu Fighter, Stockton, CA - Web Design Internship

EDUCATION:

University of San Francisco, San Francisco, CA
B.A., Visual Arts with an emphasis on Graphic Design, 2009

University of the Pacific, Stockton, CA
Business Entrepreneurship online courses, 2012

General Assembly
UX/UI Design Bootcamp, San Francisco, 2019
