

# **creator of stuff:** **designs, illustrations, logos,** **icons, apps, websites, music,** **crafts, hand lettering**

## EDUCATION

San Jose State University  
August 2008 – May 2010  
Advertising BS; digital media art focus  
GPA: 3.82 • Dean Scholar •  
Magna Cum Laude

## SKILLS/TOOLS

Sketch    Illustrator    Photoshop  
InDesign    InVision    Zeplin  
HTML    Final Cut Pro    Logic Studio  
Keynote    MS Office    Beginner CSS  
Beginner After Effects

## MISCELLANEOUS TRIVIA

- Hobbyist photographer — some photos were featured on Unsplash, yielding over 73,000 total downloads
- Produce songs, jam on piano/guitar
- Will take you on in Super Smash Bros

## LET'S GET IN TOUCH

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## EXPERIENCE

SENIOR DESIGNER @ Zipongo • San Francisco, CA  
September 2015 – November 2017

- Improved monthly user engagement by 50% on MyCafe product by constantly designing and testing new features
- Advocated for change of typeface and implementation of a new web style guide
- Held mini illustration workshop for team members
- Collaborated closely with design team on a daily basis for optimal consistency across all product and platforms

VISUAL DESIGNER @ Switch Communications • San Francisco, CA  
November 2014 – September 2015

- Improved engineers' development time by creating a universal website style guide
- Ideated and produce collateral for marketing team
- Helped sales team win clients/partners such as Google and Weebly by prototyping their vision with quick turnaround

## FREELANCE DESIGNER

October 2013 – present

- Clients/Projects: Dropbox, Wefunder, Olapic, Angry Little Dog, Noise, Shape Security, Chase, TRESemme, Intel

VISUAL DESIGNER @ Adobe • San Francisco, CA  
May 2013 – October 2013

- Created the mobile/tablet onboarding experience when you first launch the Photoshop Express app
- Produced marketing collateral for product pushes
- Synced branding guideline for multiple Adobe consumer products
- Prepared and handed off needed assets for production
- Products involved with: Revel, Photoshop Express, Lightroom 5, Elements 12, GroupPix, VideoBite

VISUAL DESIGNER @ Curse • San Francisco, CA  
September 2011 – April 2013

- Main designer for sales advertising campaigns
- Increased sales/design team productivity and environmental friendliness with initiative of a web form
- Created faster work flow and design process by implementing use of CloudApp
- Collaborated closely with the Creative Director and team members for site creation
- Designed Curse property logos, icons, and other custom graphics