

Education

**BFA, Graphic & Interactive Design
Minor, Creative Marketing**
California State University, Fullerton

Skills

Tools

Adobe Creative Cloud
Google Workspace
Microsoft Office Suite
Figma
Canva
Touch Designer
Cargo Collective
Wordpress
Shopify
Slack

Hard Skills

Visual Design
Print Production
Art Direction
Brand Marketing
Product Strategy
UX / UI Design
User Research and Testing
Brand Design Systems
Photography
Typography
Illustration
Copywriting

Soft Skills

Leadership
Team Building
Operations Management
Problem Solving
Communication
Event Planning
Organization
Adaptability

Experience

Content Creator at ZOTAC USA

Irwindale, CA | March 2024 - Present

Produce and manage diverse creative projects such as marketing materials, digital ad banners, and Amazon content. Supported an increase of 15% in brand reach and 25% in department productivity within 6 months. Led a product line rebrand, crafting a cohesive narrative through visual storytelling and refining workflows to foster collaboration across sales and marketing.

Freelance Designer

Alhambra, CA | June 2022 - Present

Lead design processes with clients through creative exercises to strengthen collaboration and align content with brand and business goals. Deliver end-to-end creative solutions for diverse clients including Family Style Food Festival, XP Experiential, 7 Leaves Cafe, Space in Bio, MIRA Holdings, Leonardo's Pasta Bar, Jellyman Tea, Miso Baked, Clone X LA, and Double Dragon BBQ.

Product Designer at Inspirame

Sacramento, CA (Remote) | July 2022 - August 2024

Enhanced client engagement by 30% through marketing media design and UX improvements based on student research and testing. Aligned design systems and user flows across apps, applying design thinking to achieve company goals while addressing student and educator needs.

Designer at Realest Group

Alhambra, CA | August 2022 - May 2023

Collaborated with the business owner to design needs such as proposal decks and marketing media. Strengthened storytelling techniques to capture client interest. Expanded the scope of creative initiatives to meet evolving business needs.

Shift Supervisor at 7 Leaves Cafe

Alhambra, CA | April 2019 - September 2022

Supervised teams of up to 10, fostering collaboration and improving store operations by 15% in three months. Revamped customer experiences through process optimization, reducing service times by 75% while upholding rapport and quality. Nurtured a positive store culture through effective communication and team-building initiatives.

Graphic Designer at Diversity, Inclusion and Equity Programs

CSU Fullerton, CA (Remote) | November 2020 - June 2021

Designed advertising, certificates, and social media content for the university program, adhering to web accessibility standards. Generated inclusive content supporting educational initiatives and amplifying underrepresented student voices effectively.