

Isabelle Hung

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New York, NY

Experience

Marriott International–UX/UI Design Intern

Incoming June 2025–August 2025

The Daily Mail–Graphic Design Intern

January 2025–May 2025

- Developed and conceptualized marketing collateral, including an original logo for the newsletter, Super Bowl LIX poster, vinyl wall decals, and merch (stickers, hats, t-shirts) aligning with style guide
- Revised client marketing presentations and web ad campaigns for Hulu's The Kardashians S6 (364K impressions + 300K views over 2 days), Waterloo soda (665K impressions 554K views over 39 days)
- Optimized assets for the web and assisted in a social video shoot

IBM and Stanford Uni.–Human-Computer Interaction Designer

November 2022–January 2025

- Spearheaded the design of a user-centered website that uses LLMs to generate personas based on research papers to train AI chatbots
- Wireframing, prototyping, and iterative design for user needs
- Led critique sessions and presented design deliverables to a cross-functional team of 4-8 people including professors, researchers, engineers, and external collaborators

Cartoon Art Museum–AR User Experience Design Intern

August 2023–November 2023

- Prototyped an artificial reality art exhibit
- Initiated user research through a field study by observing customers at the museum and understanding their interests and needs
- 3D modeled in Blender and produced 2 minute video mock-ups of a comprehensive user experience with multiple variations
- User tested on 2 people from target audience to make improvements

Storefront Records–Graphic Design Intern

March 2023–November 2023

- Designed 40+ concert posters for the singer Fantastic Negrito, a three-time Grammy-winning artist in Photoshop
- Created innovative designs from creative concept to final iteration in 3 different aspect ratios, aligned with his existing branding
- Deliverables were posted on the singer's Instagram feed and stories

Pathloom–User Experience Design Intern

September 2022–December 2022

- Identified UX issues in user flow and brand alignment for MVP mobile app and then proposed design recommendations and new iterations
- Conducted user research through competitive analysis, user interviews, and survey studies
- Ensured platform-wide consistency through design documentation of UI use-cases and design system implementation

Porygon Studio–Website Design Intern

Delta Electronics–Website Design Intern

Education

Parsons School of Design

Communication Design BFA

Merit Scholarship Recipient, 3.9 GPA

Columbia University

Visiting Student

Skills

Design: UX/UI Design, Graphic Design, Typography, Color Theory, Composition/Layout, Visual Hierarchy, Design Thinking, Design Systems, User Flow, Wireframing, Prototyping, Mock-ups, Branding Collateral, 3D Modeling

Softwares: Adobe Creative Suite (Photoshop, After Effects, InDesign, Illustrator, XD, Lightroom, Bridge, Media Encoder, Acrobat), Figma, Sketch, Blender, Unity, HTML, CSS, Squarespace, WordPress, Miro

Other: Attention to Detail, Collaborative, Works in Fast-Paced Environments, Adaptable, Proactive

Volunteer Experience/Other

Women@Dior & UNESCO

2025-2026 Mentee

Hearts in San Francisco

2025 Designer and Sculpture Painter

UX Scene Designathon

Founder

Hongyun Art Studio

Teacher, Curriculum Developer, Book Illustrator, Mural Painter