

Jacqueline Mang

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jacquelinemang.com

Education

Boston University

2019–2023

Venezia, Italy Study Abroad
FALL 2021

BFA in Graphic Design
Cum Laude / 3.79 GPA

Recognitions

Draw Down Award for Publication Design

2023

Given annually to one student
for outstanding achievement in
publication design

Skills

Branding

Presentation

Signage

UI/UX design

User research

Typography

Editorial design

Printmaking/print design

Illustration

Animation

Video editing

Photography/retouching

Toolkit

Adobe Creative Suite

Procreate

Final Cut Pro

Figma

HTML/CSS/JS

Keynote

Experience

Designer, Design AXL

SEP 2023–PRESENT / BOSTON, MA

- > Redesigned brand identity for a waste compactor company, creating designs for logo, color schemes, illustrations, motion graphics, and web/mobile interfaces, while engaging with client to ensure vision alignment.
- > Collaborated on design implementation, working on HTML and CSS changes with the developer pre-launch for a streamlined user experience.

2023 BFA Thesis Show Brand Designer, Boston University

JAN 2023–JUN 2023 / BOSTON, MA

- > Designed large scale print and digital assets: postcards sent out to 500+ people, 5+ posters and vinyl displayed throughout BU campus, a catalog of 150+ pages of all student works, 5 videos, a website, and social media assets.
- > Proposed concept, timeline, marketing, and design for BFA thesis show, Edifice, that was reviewed and selected by the SVA board.

Experience Design Undergraduate Research Assistant, Boston University

SEPT 2022–DEC 2022 / BOSTON, MA

- > Partnered with professor, Nicholas Rock, to develop and test a framework for cataloging a database of 500+ Experience Design case studies as a public resource for the design, education, and business communities.
- > Spearheaded UI/UX design through lo-fi/hi-fi mockups, wireframes/prototypes, usability tests, and developer handoffs (utilizing Airtable and Figma).

Graphic Design Intern, JustFab @ TechStyleOS

JUN 2022–AUG 2022 / EL SEGUNDO, CA

- > Utilized CRM Metrics and A/B testing to inform design decisions for 2 email newsletters and 5 social media assets weekly.
- > Illustrated social media assets that promoted a variety of products generating 700,000+ views and 500,000+ clicks.

Graphic Design Intern, New-York Historical Society

FEB 2022–APRIL 2022 / NEW YORK, NY

- > Enhanced 50+ exhibition images weekly, and introduced a streamlined checklist system for efficient team collaboration.
- > Crafted a comprehensive style guide for the Title IX exhibition, which informed color and typography for 200+ labels and posters.