

## Education

### California Polytechnic State University, San Luis Obispo

Bachelor of Science, **Graphic Communication**

**Digital Marketing and Strategic Media Communication** concentration

**Media, Art, Society & Technology** minor

**New Media** concentration

To be conferred **May 2027**

## Related Experience

### UXFest SLO | Cal Poly

Design Officer | Oct 2024—Feb 2024

- Designed branding, marketing materials, and event visuals using Figma
- Developed and maintained a style guide to ensure brand consistency across design assets
- Collaborated with the design team and worked across marketing, multimedia, and finance teams

### Graphic Communication Department | Cal Poly

Social Media Manager | Sep 2024—Dec 2024

- Managed LinkedIn content strategy, contributing to a 773% engagement increase and 2,138% growth in impressions on the business account
- Tracked and analyzed LinkedIn metrics to refine content and boost visibility
- Created and published posts on student spotlights, career resources, and industry opportunities

### University Graphic Systems | Cal Poly

Project Manager Intern | Mar 2024—Jun 2024

- Managed print production projects from concept to completion
- Operated and maintained printing equipment
- Redesigned the University Graphics System website, improving user accessibility and experience

## Additional Experience

### Self-Employed | Los Angeles Metropolitan Area

Vintage Clothing Salesman | Nov 2022—Present

- Generate over \$7,500 in profit through online and in-person sales
- Curate and source vintage clothing selections based on market trends
- Sell as a vendor at major flea markets (Silverlake, Rose Bowl, Los Feliz, Soul Real Market)

## Related Projects

### LifeTap | Marketing and Sales Management for Print and Digital Media

Co-creator | Fall 2024

- Conducted market research and consumer analysis
- Created branding, app design, and marketing collateral development
- Developed a business-to-business marketing strategy, focusing on partnerships with funeral homes

### Costco Enhancement | Managing Quality in Graphic Communication

Co-creator | Winter 2025

- Led design sprints to prototype and refine Costco's branding
- Conducted market research and customer surveys, analyzing and organizing data with Microsoft Excel

### Seeds In Stem | Technology and Community Engagement

Character Team Lead

- Worked with Delta High School's robotics team to create an interesting and effective way to teach a fourth grade class at Battles elementary school robotics
- Workshopped robot characters along with the students and designed and produced unique and memorable souvenirs

## Skills

### Software

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Adobe Acrobat

Figma

Canva

Microsoft Excel

HTML

CSS

### Languages

Mandarin (Fluent)

Spanish (Conversational)