

## EDUCATION

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### NORTHWESTERN UNIVERSITY, EVANSTON, IL

Bachelor of Arts | Major: Communication Studies | Minor: Art History  
Integrated Marketing Communication Certificate

Cumulative GPA: 3.9 / 4.0 | Honors: Departmental Excellence Award, Communication Century Scholar

expected June 2014

## QUALIFICATIONS & TECHNICAL SKILLS

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### GRAPHIC & WEB DESIGN

Expert at Adobe (CS6) Photoshop & Illustrator | Proficient at InDesign | Beginner at Flash | Proficient at QuarkXPress 9 | Beginner at HTML5 & CSS | Proficient at WordPress CMS | Proficient at FTP

### GENERAL SOFTWARE

Expert at Microsoft Word, PowerPoint, Outlook & Excel | SPSS | Familiar with both Mac & PC operating systems

### CREATIVE EXPERTISE

Branding & Identity | Print & Web Marketing Materials | Illustration | Packaging Design | T-Shirt Design | Photography | Photo Editing | Basic Web Design | Basic Motion Graphics

### LANGUAGES

Fluent Mandarin | Basic Japanese

### PROFESSIONAL AFFILIATIONS

AIGA (Chicago Chapter)

## PROFESSIONAL EXPERIENCE

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### THE SECOND CITY, *Graphic Design Intern, Chicago, IL*

04/2013 – present

- Design print and web collaterals for all divisions of The Second City, including the Mainstage, UP Comedy Club, Norwegian Cruise Line stages, Training Centers, and its centers in Toronto and Hollywood
- Streamline branding of Second City's digital media branch by unifying look and feel of more than 50 web sliders, YouTube thumbnails, advertisements, and graphics in order to solidify company's presence in online comedy world
- Collaborate closely with Chicago and Toronto producers to develop title treatments, one-sheets, and supporting graphics for more than 3 new shows, including *Second City's Dysfunctional Holiday Revue* as well as web series *Hero Squad* and *Chai Chat With My Indian Parents*
- Work with tight deadlines and budgets in fulfilling daily design requests from all divisions of the company

### FROMTHISDESK.COM, *Founder & Graphic Designer, Evanston, IL*

01/2009 – present

- Founded and developed personal brand for freelance graphic design business
- Conceptualize, pitch, and execute cohesive designs for an array of print and web media using Adobe Suite software
- Build and maintain relationships with more than 15 corporate and individual clients, including The National University of Singapore, Theatreworks Company, and the ASEAN Youth Convention
- Budgeted expenditure, drafted and revised contracts, and continually optimized operations in order to improve profitability of business by more than 900% in 4 years

### NORTH BY NORTHWESTERN MAGAZINE, *Staff Illustrator, Evanston, IL*

01/2012 – present

- Illustrate stories for award-winning student-run magazine with combined print and digital readership of over 15,000 per issue, including cover of the Winter 2012 edition

## LEADERSHIP

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### P L A C E ART SHOW, *Branding & Publicity Chairperson, Singapore*

01/2011 – 07/2011

- Designed full brand identity for show, including logo, website, posters, letterheads and invitation cards
- Wrote and distributed press release and media kit, resulting in features published in national newspapers The Straits Times, The New Paper, and Lianhe Zaobao, as well as in at least 5 design and culture websites
- Managed branding and publicity efforts in collaboration with other executive board members in order to attract more than 600 guests in 2 weeks