

EDUCATION

NORTHWESTERN UNIVERSITY 2015 – 2018

B.S. Journalism

Segal Design Certificate

GPA: 3.74 / 4.0

Dean's List: 5 Quarters

Select Coursework:

- > Multimedia Storytelling
- > Message Strategy and Persuasive Communications
- > Media Presentation
- > Media Law and Ethics
- > UX Design
- > Interdisciplinary Design Projects

Select Activities:

- > Asian Pacific American Coalition (Public Relations Chair)
- > Asian American Student Journalists
- > STITCH Magazine (Staff Writer)

UNIVERSITY OF CALIFORNIA, 2014 – 2015

SANTA BARBARA

GPA: 3.91 / 4.0

Regents Scholar, Honors Student

Select Activities:

- > Associated Students Commission on Racial Equality (Outreach Coordinator)
- > The Catalyst Literary Arts Magazine (Staff Writer and Illustrator)

SKILLS

- > Content strategy and writing
- > Prototyping and wireframes (Sketch, InVision, Figma)
- > Adobe Creative Suite (Photoshop, InDesign, Illustrator)
- > Keynote, Microsoft PowerPoint
- > HTML5, CSS3
- > Research and user testing
- > Illustrations, storyboarding, sketching

EXPERIENCE

INSTAGRAM

May 2018 – Present

Design Researcher (Contract)

- > Assist with research and creative strategy for @design
- > Identify and build relationships with pioneering individuals and teams in the design community
- > Track performance metrics and account growth

INSTAGRAM

January – March 2018

Technology Communications Intern

- > Supported Instagram's engineering, design and technology public relations and communications activities
- > Conducted and drew strategic insights from competitive research
- > Worked with cross-functional teams on multiple projects, including:
 - » Developing content strategy and editorial calendar for @design
 - » Providing design, branding and coverage tracking support for Black History Month initiative, reaching global audience of 58+ million and covered by MTV, Fast Company, Paper Magazine and others
 - » Creating a comparative, quantitative rankings of media outlets to guide press collaborations and pitches

GRAILED (DRY CLEAN ONLY)

May 2017 – January 2018

Freelance Fashion Writer

- > Wrote essays and articles, analyzing the fashion industry and timely trends through a broader cultural lens
- > Received homepage placement visible to 750,000+ users

SKIDMORE, OWINGS & MERRILL LLP

June – September 2017

Marketing Intern

- > Designed touch screen directory system for office lobby
- > Wrote accompanying software handbook establishing usage and style guidelines in alignment with company identity
- > Prepared awards submissions, resulting in three AIA LA awards
- > Created client- and public-facing presentation decks for executives
- > Produced and compiled proposals for new project pursuits

MEYVN

June 2016 – June 2017

E-Commerce and Web Operations

- > Wrote and edited copy for products, email campaigns and blog
- > Tracked, organized and updated online content and inventory
- > Conceptualized creative content for social media
- > Monitored industry trends to provide input for seasonal buys