

# GABRIELLA CHAN

DESIGNER + CONTENT CREATOR

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## EXPERIENCE

### Product Design Intern, Fulcrum Labs

June 2018 - Sep 2018

- Researched learning behavior to provide input on improving Fulcrum's platform
- Proposed a product goal and developed the idea through an agile design process
  - Delivered wireframes and ran user tests with an interactive prototype
- Provided recommendations for Fulcrum's marketing website by utilizing research and data analytics to improve visitor engagement
- Designed graphics for sales pitch decks to visually convey client success stories and graphics for website/email marketing content

### Freelance Designer

Sep 2017 - Present

- Produce personalized branding and marketing graphics for social media
- Communicate with client to discuss the goals for their brand
- Clients include DJs, lifestyle bloggers/brands, and school-affiliated organizations

### Office Assistant & Graphic Designer, UCLA Residential Life

Apr 2017 - June 2018

- Designed original print and web graphics for large-scale events, merchandise, and announcements on social media platforms
- Managed the Facebook page by generating content and engaging with students

### Marketing Intern, The Tech Museum of Innovation

Aug 2015 - May 2016

- Created content for social media accounts, updated community event calendars, and transcribed interviews and news broadcasts

## PROJECTS

### Early Silent Race Films Website Overhaul, Digital Humanities Capstone Project

Apr 2018 - June 2018

- Tasked to redesign the experience of the original project and better showcase its function and achievements by applying a user-centered design process
  - Responsible for conducting stakeholder/user interviews and producing final deliverables such as mockups and a live web demo

### World IA Day Archive Taxonomy, Client UX Design Class Project

Apr 2018 - June 2018

- Propose a taxonomy system and information architecture for WIAD's video content
- Communicated with a WIAD organizer to discuss project scope, goals, and updates
- Responsible for conducting card sorting, cognitive walkthroughs, usability testing and making recommendations based on the feedback

## EDUCATION

### University of California, Los Angeles

Sep 2016 - Jun 2018

Communication Studies B.A.  
Digital Humanities minor

### De Anza College

Sep 2014 - Jun 2016

Transfer to 4 year university

## TOOLBOX

Illustrator	Sketch/Invision
Indesign	Adobe XD
Photoshop	HTML/CSS
Lightroom	Premiere Pro
Microsoft Office	After Effects

## SKILLS

Visual Design & Branding  
Design Thinking  
Web & Mobile UI Design  
Research Methods  
Data Analytics/Visualization  
Photo/Video Editing  
Digital Marketing

## COURSEWORK

User Experience Design  
Human-Computer Interaction  
Experience Design for the Web  
Artificial Intelligence & New Media  
Computer-Mediated Communication  
Integrated Marketing Communication  
Entrepreneurial Communication  
Research Methodologies  
Coding for Humans