



IVY YU
UI & VISUAL DESIGNER

ivy.shf.yu@gmail.com
ivyuu.me

EXPERIENCE

Love + Chew Brands

Contract Web & Visual Designer

08/2018 – 09/2021 | San Francisco, CA & Remote

- Designed new company logo, packaging and Shopify website (loveandchew.com) for rebranding campaign
- Built company website with stronger branding and better e-commerce customer experience
- Supported marketing promotions with digital and print visual assets

Flyrt

Contract Web Designer & Shopify Developer

08/2020 – 08/2021 | Remote

- Prepared variations of website mockups based on client's needs
- Custom developed new Shopify website (flyrt.com) with 3rd-party apps implemented for optimized shop experience
- Produced new on-brand icons, brochures and packaging

137 Ventures

Web & Graphic Design Intern

06/2018 – 05/2019 | San Francisco, CA

- Designed new company brand identity including logo, website, and business collaterals
- Built new responsive website (137ventures.com) on Wordpress
- Created on-brand marketing assets, presentation slides, and financial reports

Pipeline Capital Partners

Freelance Web & Graphic Designer

08/2018 – 02/2019 | San Francisco, CA

- Collaborated with founder to redesign company logo and refresh brand identity
- Created CMS-database-driven website using Webflow

Render Media

Graphic Design Intern

06/2017 – 08/2017 | Los Angeles, CA

- Designed high impact advertising assets for potential clients
- Contributed in making responsive mockups for website redesign

SKILLS

Design

Web Design
Visual Design
Branding
User Interface
User Experience
Design Research
Wireframing
Prototyping
User Testing
Data Visualization

Development

HTML & CSS
jQuery
JavaScript

Tools

Sketch
InDesign
Illustrator
Photoshop
InVision
Adobe XD
Figma
Adobe Premiere
After Effects
Microsoft Office

Languages

English
Chinese

EDUCATION

Academy of Art University

MA Web Design & New Media

09/2017 – 05/2019 | San Francisco, CA

UCLA Extension

Certificate, Design Communication Arts

09/2015 – 06/2017 | Los Angeles, CA

University of Southern California

BS Business Administration

Minor, Digital Studies

08/2010 – 05/2014 | Los Angeles, CA

- Renaissance Scholar Distinction

- Dean's List (2011 - 2012)