

OBJECTIVE

To obtain a position in a creative industry where my leadership abilities and strong eye for design will be needed to create innovative and effective communication solutions across different media.

EDUCATION

University of California,
Los Angeles

Bachelor of Arts in
Communication Studies
Minor in Global Studies

SKILLS

Editorial writing
Presentation design
Document design
Print design
Web design; HTML
Project management

SOFTWARE

Adobe Acrobat
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Flash
Adobe Dreamweaver
Microsoft Word
Microsoft Excel
Microsoft Powerpoint
Microsoft Entourage
Microsoft Outlook

WORK EXPERIENCE

NAI BT Commercial | Palo Alto, CA
GRAPHIC DESIGN INTERN 12.2009 — Present

- Leveraging a new brand, Cassidy Turley, across multiple media platforms: multipage documents, flyers, brochures, email blasts, interactive pdfs, and postcards for commercial real estate sales.

California Nurses Association | Oakland, CA
GRAPHICS INTERN 10.2009 — 01.2010

- Designed marketing materials used in union activities and health care negotiations for registered nurses across the United States.

Associated Students of UCLA Marketing Department | Los Angeles, CA
SENIOR STUDENT SUPERVISOR & GRAPHIC DESIGNER 02.2006 — 07.2009

- Designed and produced marketing collateral for UCLA and ASUCLA including visual displays, signage, mailers, and brochures.
- Pitched and developed concepts for new campaigns on sustainability, shopping local, and seasonal and yearly sales.
- Assisted in art directing and styling for the official UCLA apparel catalog.
- **Received the 2007 Student Employee of the Year Award.**

Pacific Ties Newsmagazine | Los Angeles, CA
EDITOR IN CHIEF 08.2008 — 06.2009
SENIOR DESIGNER 08.2007 — 06.2009

- Recruited and trained a staff of 20 writers, photographers, and web developers to produce a quarterly magazine.
- Redeveloped the magazine's brand, identity, marketing strategy, distribution, business plan, and editorial content to increase readership.
- Launched pacificties.org and social networking sites for the magazine.
- **Received the 2009 Campus Progress Best Publication Award for excellence in design and journalism.**

Focus Features | Universal City, CA
PUBLICITY INTERN 07-08.2007

- Compiled press items for NBC Universal executives, directors and producers.
- Researched for films; Eastern Promises, Talk to Me, and Lust/Caution.

SELECTED FREELANCE WORK

UCLA Student Media | 06-09.2009

- Taught classes and wrote tutorials on InDesign, Photoshop, layout design, publication basics, and leveraging the web to increase readership.
- Created layout designs for the department's web publishing sites on the Django platform with a grant from the Knight Foundation.

Khosla Ventures | 03.2008 — Present

- Designed PowerPoint slides for corporate presentations, visual representations of their investment portfolios, and meeting agendas.

Old Mountain View Coffee Company | 2007

- Designed the company's logo, business card, and packaging labels.