

JILL MIN WONG

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EDUCATION

+ **University of California, Berkeley**
MAY 2015 *Expected Graduation*
B.A. English + B.A. Art Practice
GPA 3.9

Central Saint Martins
University of the Arts London
JAN - MAR 2014 *Study Abroad*
Graphic Design: Design + Interaction
Mark A-

+ **Trinity College**
Oxford University
APR - JUN 2014 *Study Abroad*
English Literature
Mark A

SKILLS

Adobe Illustrator CC
Adobe InDesign CC
Adobe Photoshop CC
Microsoft Excel
Microsoft PowerPoint
Infographic design
Typography
Layout design
Website design

INTERESTS

Long-distance day hikes
Urban hiking
James Joyce
3D printing

EXPERIENCE

ImagiCal

Production Team

- Currently working to redesign the mobile experience with a goal of increasing mobile sales by 34% in 6 months for Pizza Hut as part of the National Student Advertising Competition (NSAC); focusing on visual execution of ideas in partnership with the creative team.
- Collaborated with a team to develop a marketing and recruitment plan for Dean Bradley Osborne (DBO), an investment banking firm.
- Designed presentation materials for a marketing pitch to the DBO partners; pitched SEO strategy and website design modifications.

WRNS Studio

Graphic Design Intern

- Worked directly with the senior graphic designer and environmental graphic designer to learn the WRNS brand and basic environmental graphic design.
- Brought together materials from architects and marketing to design a proposal book that brought the firm a new client in the retail industry.
- Created presentations and leave-behind materials for client meetings.
- Researched and gathered reference materials for supergraphics.
- Participated in meetings with the partners, architects and marketing to review presentation materials and project proposals.
- Designed print and web advertisements.

The Daily Californian

Lead Web Designer

- Headed a redesign to improve functionality and user experience.
- Hired, managed and taught incoming web designers; created design guidelines to standardize the Daily Cal's online visual presence.
- Collaborated with the Online Managing Editor and section editors to design new pages for special content and multimedia elements.
- Worked with web developers on design execution and page launches.
- Oversaw the design of a mobile site.

The Daily Californian

Infographic Designer

- Designed infographics on a same-day deadline, coordinating with reporters and section editors to ensure accurate statistics and information hierarchy.
- Partnered with reporters to create graphics for investigative projects.
- Worked on interactive graphics in collaboration with the multimedia department, created icon sets and illustrations for use on the website.