

EDUCATION

California State University, Fullerton

B.A.
Communications,
Advertising

PROGRAMS

Figma
Webflow
Google Suite
Microsoft 365
InVision Studio
Adobe Creative Suite

SKILLS

→ Creative

UX/UI
Branding
Illustration
Pitch Decks
Graphic Design
Fashion Design
Creative Strategy
Concept
Development

→ Production

Directing
Producing
Set Design
Photography
Event Planning
Wardrobe Styling

INTERESTS

Anime
Esports
Fashion
Cosplay
Video Games

EXPERIENCE

Apparel & Merchandise Designer → Team Liquid May 2023 — Present

- ◆ Conceptualized **40+** unique SKUs for **Death Note** and 1 TBA merchandise collaboration, incorporating brand aesthetics and IP's style guidelines
- ◆ Designed apparel and accessories by utilizing Illustrator to create CAD and vector illustrations
- ◆ Developed packaging, trims, and logos for consistent branding on products
- ◆ Coordinated with technical designs by selecting fabrics, embellishments, colors, and styles in order to ensure accurate translation of design ideas into physical prototypes
- ◆ Conducted fittings and made design adjustments based on feedback, verifying that garments met quality and aesthetic standards

Press Coordinator & Event Staff → Riot Games Mar 2022 — Present

- ◆ Tracked attendance for production crew, talent, teams, and players to ensure they arrive at specific call-time and and test for COVID-19 to ensure the safety of internal staff
- ◆ Provided customer service to attendees by answering questions, solving difficulties, and informing them about current matches at the event
- ◆ Organized meet & greets events for photos & signatures by setting up line area, preparing fans for experience, and taking photos for fans in order to delegate an efficient amount of time for each fan to meet players
- ◆ Operated atVenu system and Bluetooth reader for card and mobile payments during merchandise purchases
- ◆ Managed inventory stock by recording quantity of merchandise on hand by manual counts

Jr. Graphic Designer → Counter Logic Gaming Oct 2021 — Apr 2023

- ◆ Designed social media graphics, video thumbnails, broadcast packages, and presentation templates
- ◆ Developed and designed graphics, concepts and layouts for digital, print and web use - including, but not limited to social media, merch, jerseys, broadcast, and event assets
- ◆ Directed, produced, and assisted with on-site media days for photoshoots, content productions, set design, and wardrobe styling
- ◆ Culled and edited photography for use on social and other marketing materials
- ◆ Brainstormed, pitched, and executed design campaigns, projects, and content pieces

Jr. Graphic Designer → Evil Geniuses Jun 2021 — Oct 2021

- ◆ Designed game day & match results to promote matches in League of Legends Championship Series
- ◆ Developed thumbnails, branding, logo, and overlays for sponsored YouTube videos totalling **40k+** views
- ◆ Edited and retouched photography of players, jerseys, and events for social coverage