

CATHERINE HSU

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WORK EXPERIENCE

Graphic and Product Designer — *LUXUS Alternatives, Inc.* (06/2022 – Present)

- Designed wireframes and prototypes using Figma, while collaborating with the software development team, CRM experts, and stakeholders.
- Developed external-facing templates for research reports, marketing decks, fact sheets, product menus, and web landing pages.
- Utilized Adobe Creative Suite, Figma, and prototyping tools for seamless design processes.

Content Designer — *CLLCTVE, INC.* (7/2021 – 06/2022)

- Designed UI/UX wireframes and prototypes, executing through Webflow
- Created social media content strategy, enhancing engagement across diverse platforms.
- Formatted outbound creative materials, including newsletters, pitch decks, and an online year-in-review magazine.

Production Designer — *The Daily Californian, UC Berkeley* (08/2018 – 08/2021)

- Collaborated with content creators, designing publications and podcast art in Adobe Creative Suite.
- Managed formatting and finalization of daily newspaper, coordinating with print processes.
- Led design teams through INK Branding Agency, collaborating with finance, sales, and marketing departments.

Design Editor — *Berkeley Political Review, UC Berkeley* (08/2019 – 08/2021)

- Orchestrated design and compilation of bi-annually published journal magazines.
- Illustrated images and infographics in collaboration with writers for article enhancement.

Branding and Web Designer — *Risk Resilience Lab, UC Berkeley* (01/2021 – 08/2021)

- Redesigned logo with Adobe Creative Suite, iterating through communications with lab directors for optimal representation.
- Analyzed website user experience, identifying pain points and implementing improvements through Wordpress.
- Utilized wireframing tools to create responsive design, conducted user testing post-implementation.

FREELANCE WORK

Design Consultant, Wordpress and Print — *OnTheTrendNow* (11/2022 – Present)

- Utilize a combination of HTML, CSS, and WordPress plugins to customize website layouts and functionalities.
- Provide training to clients on managing and updating their WordPress websites, empowering them to make content updates independently.

Branding Designer — *Highland Lakes Estate* (11/2022 – 08/2022)

- Collaborated closely with clients to conceptualize and design unique brand identities through logo and business card designs.
- Provided print-ready files to clients, optimizing color profiles and resolutions for high-quality production.

Branding Designer — *Unithrifts* (08/2021)

- Developed multiple logo concepts, incorporating color theory, typography, and symbolism, allowing clients to choose the best fit.

EDUCATION

M.F.A in Art and Technology — *California Institute of the Arts* (08/2021 – 05/2023)

- GPA: 4.0
- Concentration in Integrated Media

B.A. in Art, Political Science — *University of California - Berkeley* (08/2017 – 05/2021)

- GPA: 3.9, High Distinction
- Achievements: Phi Beta Kappa, Psi Sigma Alpha, Certificate in Design Innovation, High Distinction

SKILLS

- **Design:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere), Figma, Webflow, Wordpress, Usability Testing, User Experience, Wireframing, Prototyping, Landing Pages, Responsive Design, Brand Identity, Illustration, 3D Modeling (Maya, Blender)
- **Coding Languages:** HTML, CSS, Javascript, Python (Basic)
- **Languages:** English, Chinese (Traditional)
- **Soft Skills:** Communication, Problem-Solving, Creative Thinking, Organization