Darice Wong

Multimedia Designer

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Work Experience

Communications Designer

UC Berkeley School of Information, *June 2022 — May 2023*

- Evolved the I School's visual identity by revamping program advertising materials and creating distinct sub-branding for university-wide events and campaigns
- Imagined and implemented new print and digital materials weekly for internal clients across I School departments, including brochures, merchandise, signage, and social media graphics

Co-Editor-in-Chief & Associate Designer

Caravan Travel & Style Magazine, *Jan. 2022 — Dec. 2022*

- Directed 20+ students in conceptualizing and producing 200+ print copies of a 60-page semesterly magazine
- Worked with fellow designers to define visual identity of magazine, create layouts, and assemble magazine for print
- Fundraised and orchestrated group travel for all writers, photographers, and designers to highlighted locations

Multimedia Marketing Intern

YWCA Berkeley/Oakland, *Aug. 2021 — Dec. 2021*

- Led expansion of marketing into interactive, video, and animated graphic content during a critical period of staff reorganization and post-pandemic recruitment for the Y's programs
- Coordinated with team weekly to adjust creative content and outreach methods based on social analytics

Development Intern

Ella Baker Center for Human Rights, *Sept. 2020 — May 2021*

- Brought new visual-focused approach to development department by redesigning donor outreach materials and creating sub-branding for short-term initiatives
- Conceptualized and spearheaded new fundraising projects; led writing efforts on a grant application that earned the organization $1.25 million in funding

Education

University of California, Berkeley, *Aug. 2019 — Dec. 2022*

- BA in Media Studies & Political Science (Double Major, Concentration in Digital Media)
- Relevant coursework:
  - Brand Identity and Graphic Design
  - Digital Humanities and Archival Design
  - Virtual Communities and Social Media
  - Media and Globalization

Skills

Software & Technical

- Adobe Illustrator, InDesign, Photoshop, Premiere Pro, & After Effects; Figma; Canva; Procreate; Microsoft Suite; Google Suite; Marketing Software (Paid Ads, Mailchimp, Sprout); CMS (Wordpress); Data Analysis (Python)

Design & Art

- Branding & Visual Identity Design, Editorial Design, Social Media & Email Design, Responsive Web Design (HTML/CSS), Motion Design, Illustration, Video Production, Photography, Photo Editing, Copywriting

Language

- Fluent in Mandarin Chinese