

YVONNE O. CHOW

GRAPHIC DESIGN & RESEARCH

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SKILLS

ADOBE CREATIVE CLOUD

Illustrator
InDesign
Photoshop
XD
After Effects
Premiere Pro

MICROSOFT OFFICE

Word
PowerPoint
Excel

(3D) MAPPING

ArcGIS
AutoCAD
ENVI

MORE

User Research
Figma
HTML/CSS
Cantonese
Mandarin

CLIENTS

Columbia University
NYC Food Policy Center
Massachusetts
General Hospital
Commit to Green
Girls Who Consult

CERTIFICATIONS

Design a Typeface
First Aid CPR AED
C2C Sustainability Fellow
Citywide Learning & Development: Diversity, Inclusive PowerPoint Presentations, Conflicts of Interest, Accessibility, etc.



EDUCATION

Pratt Institute — **Master of Fine Arts**
Communications Design, *Graduate Leader Award* 2020, GPA: 3.95

Hunter College, City University of New York — **Bachelor of Arts**
Majors: Media Studies, Geographic Information Systems, Music 2018, Salutatorian

EMPLOYMENT

United States Census Bureau — **Enumerator**
· Interviewed 57 U.S. residents in Chinese and Spanish for the census Aug 2020 – Oct 2020

New York City Department of Transportation — **Communication Designer**
· Develop strategic messaging for public-facing presentations Jun 2019 – Aug 2020
· Managed interns for Metropolitan Transit Authority and Vision Zero outreach to 800+ visitors in Coney Island and 300+ stores in Manhattan
· Designed ads with Illustrator to increase cycling ridership
· Assisted Data and Communications Leads in mapping data of public feedback using ArcGIS and Illustrator to increase equity in urban planning
· Trained inspection and data-cleaning for 9000+ Open Restaurants during COVID to aid safe and equitable movement and economic growth

Pratt Institute Light Color Design Foundation / Ignition Lab — **Graduate Teacher & Entrepreneurship Assistant**
· Gave lectures (on logo design, bookbinding, etc.) with PowerPoint Aug 2018 – May 2020
· Taught Adobe Illustrator to 30+ students and brainstormed projects
· Created toolkits using InDesign to share start-up tips for students
· Liaised with 14 speakers for a competition housing 70+ attendees

Queens College Tech Incubator: Kentro LMS — **Lead UX Designer**
· Awarded \$5000 at CUNY Startups with my team of software engineers Mar 2018 – Dec 2018
· Designed user journeys, storyboards, personas, graphic user interface elements (icons, buttons) of a learning management system with Figma

City University of New York Hunter College — **Graphic Designer**
· Created graphics with Illustrator and Photoshop for social media, website maintenance team, and Senior Designers Jul 2015 – Aug 2018
· Collaborated with architects and departments to lead and train environmental graphics for library and campus-wide digital signage
· Designed branding, print marketing, and press releases for campaign that raised 110% of donations for scholars

VOLUNTEER

Rescuing Leftover Cuisine — **Lead Rescuer**
· Lead donations of 1000+ lbs of food for Human Service Agencies Jul 2019 – Present

Graduate Design Network & Book Club — **President**
· Started clubs at Pratt Institute that help students foster a social network, creativity, and professional development Aug 2018 – May 2020
· Lead 6 events (Handlettering & Embossing, Thesis Panel, Facebook Content Strategist Talk, etc.) totaling over 100 attendees

AWARDS

2019-202 CUNY Research Scholarship
Awarded for designing educational booklets and financial reports for NYC Food Policy Center

2018 Pratt UXathon Winner
My 4-person team was awarded by Amazon and Sketch for prototyping a life-saving app for survivors of natural disasters. We presented using Balsamiq and PowerPoint.

2017 ECAC Women's Cross Country President's Honor Roll
Maintained a 3.5+ GPA as a Student-Athlete and earned 14th championship for my team