

LIN - HSIU HUANG

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EDUCATION

University of Washington

Aug 2023 - Present

MS, Human-Centered
Design & Engineering

University of California, San Diego Extension

Jan 2020 - May 2021

User Experience (UX)
Design Certificate Program

Morehead State University

Aug 2015 - Dec 2018

BFA: Art and Design
Minor: Mathematics

Summa Cum Laude

Academic Honors Program

Commencement Speaker

SKILLS

Adobe Creative Suite:

XD

Illustrator

Photoshop

InDesign

Lightroom

Premiere

Social Media

Figma

Digital Photography

Videography

HTML

Public Speaking

Data Analysis

Microsoft Office

Painting (Acrylics)

Illustration

Languages:

English (Fluent)

Mandarin Chinese (Native)

Taiwanese (Native)

EXPERIENCES

Designer | SoFi (Remote)

Jan 2021- Present

- Own end-to-end concept, design, and production for marketing campaigns across SoFi's digital channels, with a current focus on Lending campaigns

Lifecycle Marketing Coordinator | SoFi (Salt Lake City, UT)

May 2020- Jan 2021

- Collaborated with business & marketing leaders to drive product adoption, engagement, and retention in all Lifecycle Marketing channels (emails, in-app, push, etc)

Marketing & Comms. Manager | Clever Octopus (Salt Lake City, UT)

Jan 2019- July 2020

- Design marketing materials (e.g. newsletter, annual report, rack cards) and templates
- Manage website & social media to improve SEO results

Social Media Manager | Kung Fu Tea (Salt Lake City, UT)

Dec 2018- Jan 2020

- Increased Instagram followers by 950% in 2 weeks with eye-catching posts

Contract Designer | Association for Career and Technical Education (Alexandria, VA)

Aug 2018- Sept 2018

- Designed *The Official Guide: Perkins V*, a 400 page book including covers in InDesign

Design Intern | The Future of Privacy Forum (Washington D.C.)

Jan- May 2018

- Designed infographics, brochures, posters, directories, & 2018 annual report
- Analyzed Facebook Insight & Google Analytics for effective targeting
- Updated Salesforce, newsletter (MailChimp), & social media (Youtube, FB Live)

Student Blogger | The Washington Center (Washington D.C.)

Jan- May 2018

- Wrote & edited weekly blog posts with professional to personal topics
- Photographed images for blog's visual engagement

Preparatory Office Intern | National Human Rights Museum (Taipei, Taiwan)

May- July 2017

- Compiled & analyzed 200+ English sources (e.g. NARA, CIA) on the White Terror Era

PRESENTATIONS

- 2019 TEDxOgden: The Art of Reuse- Rethinking our Waste through Creativity (Ogden, UT)
- 2017 Poster on the Hill: *Hear Me Roar: The Life of Modern Women* (Washington, D.C.)
- 2017 Appalachia Studies Conference: *The Diversity in Appalachia* (Blacksburg, VA)
- 2017 Southern Honors Regional Council Conference: *Voices of Intercultural and LGBTQ+ Communities in Appalachia* (Asheville, NC)
- 2016 Kentucky Communication Association Conference: *Changing myself: Gender Transition in Rowan County* (Bowling Green, KY)

HONORS / ART SHOWS

- *Inscape, Literary and Visual Arts Journal*: juried publication (2019, 2018, 2017)
- Active member (2016-2018) and Public Relations Chair (2016) of Phi Sigma Pi, National Honors Gender-Inclusive Fraternity. Gamma Beta chapter
- Morehead State University Department of Art/Design: Outstanding Junior (2017)
- *Cave Run Storytelling Festival* Graphic Designer: brochure, poster, T-shirt (2017)
- Art Exhibitions: University Opens, Lexington ArtsPlace Gallery; Mount Sterling Regional Art Show; Morehead Art Guild Art Show: 4th place, Honorable Mention (2017)
- American Association of University Women Cave Run Branch Scholarship (2017)
- Judy Rogers Gender Studies Contest: Visual Arts, 1st place (2016, 2017)