


AMANDA HONG

SF Bay Area 

amandahong@gmail.com 

www.amandahong.com 

(510) 585-5616 

EDUCATION

UC Davis | March 2017

Graduated Cum Laude

B.A. Design

B.A. Communication

EXPERTISE

Graphic Design

Brand development

Brand strategy

Brand voice

Visual identity

Visual positioning

Competitive audits

Layout design

Information design

Typography

Photography

SKILLS

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Lightroom

Adobe After Effects

Final Cut Pro

HTML5/CSS3

Javascript

Processing 2.0

Python

MS Office

Mac OS X

Windows OS

WORK EXPERIENCE

Graphic Design Intern | Salt Branding, Branding Agency

San Francisco, April 2017 – present

Design Intern | Michael Patrick Partners, Creative Agency

Menlo Park, June 2016 – September 2016

- Create brand and market communication content
- Assist in brand strategy development with a creative team and clients
- Update clientele and internal company print and digital materials, such as annual reports, advertisements, brochures and professional presentations
- Compile brand platforms, competitive audits, messaging systems, and visual positioning structures for clients to analyze and improve brand impact and reach in specific markets

Graphic Designer | UC Davis Campus Recreation and Union

Davis, June 2015 – September 2016

- Create digital and print graphics for promotional and informational purposes
- Display department brand identity to more than 100,000 students daily
- Collaborate creatively with marketing, photography and college faculty staff

Vice President of Marketing | Alpha Kappa Psi – Upsilon Psi

Davis, November 2015 – June 2016

- Establish and maintain original and consistent brand identity & graphic standards
- Design and distribute creative content and recruitment campaigns on social media and across campus, resulting in 2k+ views and 100+ followers
- Host a recruitment week by advertising, organizing, and engaging audiences in nightly speeches and activities, resulting in 60+ prospective candidates

Creative Director | TEDxUCDAVIS

Davis, June 2015 – June 2016

- Manage and collaborate with a team of assistant artists in the creation of original designs for event and online promotional purposes
- Advertise events online and offline, resulting in 200+ attendees
- Manage online website and publications, generating 200+ followers

Digital Production Artist | Spright Inc.

San Francisco, July 2015 – September 2015

- Designed 100+ digital layouts and graphics for online promotional purposes
- Maintained social media graphical content, resulting in 200+ followers
- Assisted in development of visual branding and company identity
- Collaborated with head editors and CEO's in streamlining design processes

Photographer | Freelance Photography

Bay Area, January 2010 – present

- Specialize in portrait, product, and event photography
- Photograph formal events, engagements, and private parties
- Collaborate creatively with clients, models, and fellow photographers