

AMANDA HONG

Visual & Brand Designer

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510.585.5616 | SF Bay Area

Hello!

Designer with a side love for a great cheese plate, soothing vocal-centered music, & aquatic activities

Education

UC Davis March 2017
Graduated Cum Laude
B.A. in Design
B.A. in Communication

Expertise

Graphic design
Brand development
Brand strategy
Visual identity
Layout design
Information design
Typography
Photography

Skills

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Lightroom
Adobe After Effects
Final Cut Pro
Figma
HTML
CSS
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 – June 2017

Support senior designers and creative team in developing brand identities and strategy, implementing brand standards for large scale corporate clients, and creating communication, marketing and presentation content

Design Intern Michael Patrick Partners, Creative Agency

Menlo Park, June 2016 – September 2016

Created brand and market communication content such as annual reports, advertisements, brochures and professional presentations, and assisted in brand development, identity design, competitive audits, brand platforms, and visual positioning structures

Graphic Designer UC Davis Campus Recreation and Union

Davis, June 2015 – September 2016

Designed digital and print graphics and enforced the department brand identity, while collaborating in creative marketing projects with marketing, photography and college faculty staff

Vice President of Marketing Alpha Kappa Psi – Upsilon Psi

Davis, November 2015 – June 2016

Established and maintained a new brand identity & graphic standard, designed and distributed creative content, and organized a recruitment campaign that resulted in 2k+ views, 100+ followers, and 60+ prospective candidates over the span of 2 weeks

Creative Director TEDxUCDAVIS

Davis, June 2015 – June 2016

Led a team of assistant artists in creating original designs for TEDx event promotion, and managed online and print content, generating 200+ followers and 350+ attendees

Digital Production Artist Spright Inc.

San Francisco, July 2015 – September 2015

Designed digital layouts and visual graphics, maintained social media content, and assisted the head editors and CEO's in the development of a new visual brand identity

Photographer Freelance Photography

Bay Area, January 2010 – present

Specialize in portrait, product, and event photography, covering private photo sessions, formal events, engagements, and celebrations