Evelyn Cao

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EDUCATION and AWARDS

Florida International University (GPA 3.5)   **Jan. 2021 - Dec. 2024**
Bachelor of Art in Information Technology 2024
Florida International University (GPA 3.8)   **Jan. 2015 - May. 2017**
Bachelor of Art in Art with a Minor in Art History 2017

FIU KFSCIS Awarded Best Undergraduate Student Service Award   **Fall. 2022**

TECHNICAL SKILLS

Product Design, Graphic Design, UI/UX Design, UX Research, Visual Design, Wireframing, Mock Up, Logo Work, A/B Testing, User Personas, Market Analysis, Color and Composition, Human-Computer Interaction, Marketing, Project Management, Illustration

- **Software/Interfaces:** Figma, Adobe Photoshop, Illustrator, InDesign, and XD, VMWare, Sketch, bootstrap
- **Languages:** JavaScript React, HTML and CSS, Java, SQL

EMPLOYMENT and INTERNSHIPS

Cheffy, *Lead Creative Designer and Product Designer,* **Miami, Fl**   **Jan. 2024 - Current**

- Acting as Lead Creative Designer for Cheffy, managing the entire creative process from concept to execution, ensuring all designs aligned with the company's vision and branding.
- Spearheaded the development of a cohesive visual identity that enhanced the app's market presence and user experience. Revamped the app's UI to improve navigation and aesthetics, so it can lead to higher user engagement.
- Effectively communicated with the product owner and collaborated seamlessly with the team to ensure smooth workflow and alignment of creative assets with business goals.
- Regularly participated in team meetings, provided design insights, and adapted visuals based on feedback. Successfully pitched and implemented a new branding direction that resonated with the target audience.
- Created a variety of marketing and promotional materials, including flyers, banners, briefs, logos, and backgrounds, to support the app's launch and ongoing campaigns. Designed eye-catching assets for in-app promotions and social media advertisements, increasing brand visibility.
- Developed a comprehensive social media kit to ensure consistent branding across multiple platforms, enhancing audience engagement. Utilized Adobe Illustrator, InDesign, and Figma to design high-quality assets for both marketing and product development. Used Figma to create wireframes and interactive prototypes, ensuring a seamless user experience.

ECao Art, *Freelance Graphic Designer, and Illustrator,* **Miami, Fl**   **Jan. 2016 - Current**

- Created custom illustrations, branding, and graphic design solutions for clients across various industries, including personal brands, gaming, and food service. Developed logos, marketing materials, packaging designs, and digital assets that aligned with each client's vision and business objectives.
- Managed end-to-end project workflows, from initial concept development to final execution, ensuring smooth operations and timely delivery. Collaborated with clients to understand their goals, created design mockups for approval, and revised designs based on feedback.
- Handled billing, product research, and manufacturing coordination, ensuring cost-effective solutions and quality production. Worked closely with vendors and suppliers to source materials, negotiate pricing, and oversee the printing and production process.
- Successfully managed the manufacturing of custom apparel for a client's promotional event, ensuring timely delivery and high-quality production.
- Maintained strong client relationships through proactive follow-ups and exceptional service, leading to repeat business and referrals. Conducted regular check-ins to ensure client satisfaction and provided post-project support.

UKG, *Graphic Design Intern,* **Weston, Fl**   **May 2024 - Dec. 2024**

- Created custom social media assets for Employee Resource Groups (ERGs), designed T-shirts for volunteers and interns, and developed logos for a new Externship program to enhance internal branding and engagement.
- Expanded the illustration library by adding over 70 assets and grew the background library with more than 30 backgrounds to support various company-wide design needs. Created diverse and versatile illustrations that improved visual consistency across presentations, marketing materials, and internal resources.
- Utilized Adobe Photoshop and Illustrator to craft high-quality graphics for internal and external branding purposes. Leveraged advanced digital techniques to create polished and scalable assets.
- One key achievement was designing a suite of backgrounds for virtual meetings and presentations, helping the company maintain a professional and branded look in remote settings.
- Used InDesign to create White Papers and company briefs, ensuring visually appealing and well-structured documents. Designed layouts that improved readability and presentation for key stakeholders.
- Collaborated with Principal and Lead Designers on large-scale projects for booths and events, contributing to the design and redesign of high-impact displays. Assisted in creating visually striking trade show booth designs that attracted more foot traffic and brand recognition.
- Also employed generative AI techniques to produce compelling social media posts, increasing engagement and strengthening the company's online presence.

Florida International University, *Student Assistant*, **Miami, Fl**   **Feb. 2022 - May. 2024**

- Kept the website updated by redesigning the Knight Foundation School of Computing and Information Science (KFSCIS) home page and Student Advisory Council (SAC) page.
- Designed new flyers, brochures, and posters for faculty and students, that will be read and seen by the students at FIU, KFSCIS, and sponsors. Used Adobe Photoshop, Illustrator, and InDesign, as well as Canva, depending on the project.
- Uploaded the required material to our social media sites and kept track of analytics by month, and yearly status. had an increase of 350% over two years. Helped with placing and ordering prints, setting up, cutting, and taking down posters.
- Assisted with setup of events, by helping with set up and clean up area, assisting faculty and staff, and organizing seating chart. Set up calendar schedules for faculty, staff, and student lead organizations using 25Live and Google Calendar. Helped keep the front desk running by answering phone calls, delegating tasks to other assistants and keeping the work area clean.
- Took photos of graduate, undergraduate, faculty, and sponsored events, as well as edited them as needed. Kept in contact with the student lead organization to keep track of all their events happening in the semester.

Addigy, *UX Design Intern*, **Miami, Fl**   **May. 2023 - Aug. 2023**

- Responsibilities - Designed user personas, mock-ups, and templates to create a seamless user journey, translating user requirements into intuitive and visually engaging interfaces.
- Developed detailed user personas that informed design decisions and improved user engagement. Crafted a mobile-friendly template for Addigy Q and A page that enhanced accessibility and usability.
- Optimized user experiences by contributing to the Product and Devices Page, ensuring design consistency and functionality. Leveraged design expertise to enhance product presentation and streamline navigation. Successfully refined page layouts and interactive elements, leading to improved user interaction and a more cohesive brand experience.

Ortho Clinical Diagnostics, *UX Design Intern*, **Miami, Fl**   **May. 2022 - Aug. 2022**

- Developed a reusable GUI style guide in Figma to ensure consistency across the UX team's projects, streamlining the design process and improving efficiency. Standardized key UI components, typography, and color schemes, enabling designers to maintain a cohesive visual identity across multiple applications.
- Created templates and checklists for UX activities, including expert reviews, formative studies, and summative studies, to optimize workflow and improve documentation accuracy. These resources enhanced team collaboration and ensured thorough evaluation processes for usability testing and product refinement.
- Documented reports in formal specifications, detailing design rationale, usability findings, and implementation guidelines. Provided comprehensive documentation that guided developers and stakeholders in executing design solutions effectively, improving communication between design and development teams.

Mastercard, *Project Management Mentee*, **Miami, Fl**   **Oct. 2021 - May. 2022**

- Received direct coaching on early career strategies, interview techniques, and professional presence, gaining valuable insights into navigating the job market and advancing professionally. Participated in mock interviews and career workshops that strengthened communication skills and confidence.
- Worked closely with a mentor to refine my resume and career path, receiving personalized feedback on resume formatting, content optimization, and skill development. Gained guidance on selecting relevant certifications and technical skills, ensuring alignment with industry demands and career goals.

Teaching Computational Thinking K - 12, *Mentor*, **Miami, Fl**   **Aug. 2021 - Dec. 2022**

- Taught Computer Science fundamentals to elementary and middle school students in local schools, working closely with a team to develop engaging lesson plans that introduced computational thinking concepts. Adapted teaching methods to suit different learning styles and age groups, ensuring students grasped core programming principles.
- Used hands-on activities, interactive exercises, and visual coding platforms to make learning accessible and enjoyable. Helped foster a collaborative learning environment that encouraged creativity and problem-solving through technology.
- Played a key role in organizing and hosting the end-of-semester coding event, where students showcased their projects, attended a lecture, and participated in a coding competition. Designed and set up a structured curriculum that incorporated MIT Media Lab's Scratch, allowing students to build interactive stories, games, and animations.
- Tailored lesson plans to different skill levels, ensuring all students gained confidence in coding. Provided guidance and support throughout the semester, culminating in a successful event that celebrated their progress and achievements.

EXTRACURRICULAR ACTIVITIES

Women in Computer Science (WiCS) at FIU, *WiTCON Mentor and Creative Director*, **Miami, Fl**   **Sept. 2024 - Current**

- Mentored the new Assistant Creative Director for WiTCON in design methodology, fostering a collaborative creative process. Created detailed wireframes and mockups for the WiTCON webpage using Figma, streamlining the design approval process.
- Designed character illustrations and marketing assets, utilizing Adobe Illustrator and Photoshop for high-quality visuals. Collaborated closely with the WiTCON Director and Vice President on marketing, social media, and design strategies, leveraging Trello and Notion for project management and team alignment.

INIT (BUILD Program), *2D Game Dev - Product Manager and Game Designer*, **Miami, Fl**   **Sept. 2023 - Dec. 2023**
- Led the conceptualization and game design of Paws Up: Zombieland in Unity, overseeing character design, level creation, and marketing strategies. Developed engaging gameplay mechanics that received positive feedback during Demo Day, highlighting the game's creativity and immersive experience.
- Managed project workflow by organizing weekly team meetings and setting up a task board on Trello, ensuring clear communication and timely milestone completion. Coordinated with five team members to streamline development processes, maintain productivity, and successfully meet project deadlines.

UPE/INIT at FIU, *Creative Director and Shellhacks Designer*, **Miami, Fl**   **Jan. 2022 - Dec. 2023**

- Illustrated the marketing and website assets by using Photoshop and Aseprite, and did the wireframe for [Shellhacks](#) (2023) Hackathon using Figma, which helped with the development of social media marketing and designs.