

JENNIFER YU

(919) 417-3485
jenniferjyu27@gmail.com
Portfolio: jenniferjyu.info

University of North Carolina at Chapel Hill
Advertising/PR (BA) & Psychology (BS)

Expecting to graduate
May 2023

Profile

I am a Korean American designer and media strategist based in Chapel Hill, North Carolina with experience in UX/UI design, graphic design, and social media. I enjoy working with other creative professionals to envision and execute effective campaigns that empower the most marginalized.

Skills

Design Tools

Figma
Miro
Adobe XD
Photoshop
Illustrator
Premiere Pro
InDesign
After Effects
WordPress
Canva

Productivity Tools

Google Drive
Microsoft Teams
Microsoft OneDrive
Slack
Groupme
Zoom
Hootsuite

Research

Interview
User Persona
Usability testing

Languages

English (native)
Korean (conversational)
Spanish (beginner)

Work Experience

Social Media Technician

November 2021–present

The Journal of Prosthetic Dentistry

- Increased Instagram following by 647%, Twitter following by 342%, and Facebook likes by 11.8% for the leading professional publication in prosthetic and restorative dentistry
- Work closely with Social Media Editor in drafting and publishing posts daily on Instagram, Twitter, and Facebook (~10 posts per week and ~15 story posts per week) via Hootsuite
- Design daily graphics on Canva and Photoshop, edit 5 teaser videos for new multimedia platform, JPD Digital on Premiere Pro
- Partner with several of the 24 leading U.S. international prosthodontic organizations the journal is affiliated with on various social media campaigns, promoting conferences
- Moderate comments and answer messages on a daily basis

On-Air Disc Jockey

May 2021–present

WXYC

- Host weekly/bi-weekly 2-3 hour sessions for campus radio station, totaling 70+ sessions so far
- Speak over the air between songs giving scripted public service announcements and unscripted talk sets
- Coordinate and cue music sets, monitoring it for any unexpected FCC violations
- Operate recording and broadcasting equipment
- Answer calls and communicate with listeners directly, taking requests and discussing relevant topics
- Hosted and designed graphic for a specialty segment that highlighted Korean music and its history over the last three decades

UX/UI Design Intern

June 2021–July 2021

Oceaneers

- Completely redesigned website on Figma for Oceaneers, an ocean advocacy organization that encourages members to sustainably eat
- Conducted user testing/user research and created user personas and user journey maps
- Created low-fidelity and high-fidelity wireframes and a working prototype on Figma, defining interaction models and behaviors
- Re-established UI and overall brand image to be more modern, inclusive, and appealing
- Collaborated within teams of 3 through programs like Miro and Figma

Design Chair

Oct 2018–May 2020

Asian American Students Association

- Designed promotional social media graphics/posters for events/activities with Photoshop and Illustrator
- Animated 30-second motion graphic video on After Effects to promote school's largest annual cultural showcase (Journey Into Asia) in which 550+ people attended, highest attendance in record
- Designed club merchandise such as t-shirts, stickers, and caps on Photoshop
- Initiated, compiled, and designed organization's first zine project of 50+ pages through Photoshop and InDesign, showcasing artistic talents of 30+ UNC Asian American community members

Design/Publicity Chair

Oct 2019–May 2020

Korean American Students Association

- Maintained club presence on social media platforms like Instagram and Facebook
- Designed promotional social media graphics through Photoshop for club events, such as the cultural showcase K-NITE in which 120+ people attended, highest attendance in record