

April Ding

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EDUCATION

University of California, Los Angeles BA, Design Media Arts	Graduated Spring 2020 GPA: 3.80
Rhode Island School of Design Summer Graphic Design Intensive	Jun 2018–Aug 2018

WORK EXPERIENCE

Design Intern, B-Reel	Feb 2020 – Mar 2020
<ul style="list-style-type: none">Illustrated a set of 24 geofilters for Google Earth's virtual photo booth feature to create enticing user experienceStoryboarded voice assistant game flow, drafted dialogues, prototyped user interactions to ideate an engaging voice-based home experienceIdeated interactive virtual avatars using VR sculpting, and pitched ideas for Slack-based messaging games on digital LED signage to encourage interactions between multiple office locations	
UI Design Intern, Vertebrae	Jun 2019 – Aug 2019
<ul style="list-style-type: none">Created 15 versions of animated icons for a more streamlined Web-AR experience for E-Commerce and performed usability testing for AR service interface, and built a strategic design based on user data and 3D interface accessibility researchRedesigned responsive wireframes and prototypes for the company's website in Adobe XD and worked closely with engineers to implement site layouts in Wordpress to improve presentation of the company's mission, services and production pipelinesProduced static and video mockups that highlight Web-AR experience flow, designed marketing collaterals for paid media ads, webinars, and case study templates to increase brand awareness	
Graphic Designer, UCLA Institute of Transportation	Apr 2019 – Jan 2020
<ul style="list-style-type: none">Provided infographics for 50+ pages of research reports, managed and retouched photo assets, and designed various sizes of event flyers to encourage community participation in speaker eventsConceptualized the visual identity and email marketing campaigns to promote the 2019 Arrowhead Symposium attended by transportation policymakers	
Layout Designer & Illustrator, Daily Bruin	Sep 2016 – Aug 2019
<ul style="list-style-type: none">Designed 120+ editorial layouts for news articles, concisely delivering stories by utilizing visually engaging typography, color, and gridsWorked with reporters and illustrated appropriate art content ranging from digital painting to vector drawings to support the written news content	

PROJECTS & EXTRACURRICULARS

UX Designer & Web Developer, "Happy Indoors"	Aug 2020 – Present
<ul style="list-style-type: none">Ideate and prototype a voice-driven web experience to make positive impact on social media during the 2020 quarantineCollect user research data on Instagram and illustrate vector assets based on user responsesBuild the framework with HTML/CSS and develop an audio-triggered animation system with Javascript libraries p5.js and paper.js	
Art Director, Indoor Recess Advertising Competition Participant	Aug 2020 – Aug 2020
<ul style="list-style-type: none">Prototyped out-of-home, Instagram, app mockups in Figma, and designed templates for the final pitch deck to present the strategy conciselySelected out of 330 applicants to solve Design Music Group's creative brief, ideated implementation of modern visual storytelling on established classic brands	

SKILLS

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- Proficient in Photoshop, Illustrator, InDesign, After Effects, Cinema 4D/Maya, Figma, Adobe XD
 - Highly skilled at front-end development using HTML/CSS, Javascript (PaperJS/p5JS/ThreeJS/JQuery)
 - Experienced in graphic design, UI/UX, web development, editorial, motion design, 3D modeling, with special interests in creative coding and AR/VR innovative technologies
 - Native proficiency in Mandarin Chinese and English
 - Currently completing ReactJS course from Coursera and Animation Bootcamp from School of Motion