



# CASSIDY YUEH

## Digital Designer and Copywriter

 cassidyyuehportfolio.com  
 cassidy.yueh@gmail.com

### CAREER OBJECTIVE

Detail-oriented Scripps College graduate with Mandarin Chinese proficiency seeking full-time digital design and copywriting positions. Experienced in Adobe Creative Suite, SEO, SketchUp, copywriting, UI, HTML, web design, branding, Microsoft Office, print production, illustration, photography, video editing, motion graphics, and Google Suite. I use these skills in the film, aviation, healthcare, and beauty industries on an international scale.

### EDUCATION

**Scripps College**  
2017 - 2022

B.A in Environmental Analysis; Studio Art Minor  
Senior Project: Analyzing the Feasibility of Solar Microgrids at Pomona College  
Clubs: Asian American Students, Scripps Environmental Education Development

### EXPERIENCE

|                                |  |   |
|--------------------------------|--|---|
| 2024 -                         | <b>Abramorama</b><br>Graphic Designer                          | <ul style="list-style-type: none"><li>▶ Design wrap reports for global feature film distribution performance, visual merchandise, social media growth</li></ul>   |
| 2023                           | <b>Formula Z Cosmetics</b><br>Part-Time Graphic Designer       | <ul style="list-style-type: none"><li>▶ Work with the CEO of a beauty company sold at national retailers to create label designs</li><li>▶ Modify brand guidelines and structure dielines</li><li>▶ Use typography and edit copywriting</li></ul>                 |
| 2022 -                         | <b>AutoGyro USA</b><br>Contract Graphic Designer               | <ul style="list-style-type: none"><li>▶ Work with the CEO of an international aviation company to create merchandise designs for sale and collaborate with vendors; organized on task management software</li></ul>   |
| 2021 - 22                      | <b>Gridscape</b><br>Graphic Designer                           | <ul style="list-style-type: none"><li>▶ Created a zine for environmental research</li><li>▶ Worked with solar consultants for a feasibility study</li></ul>   |
| 2018 - 22                      | <b>Scripps College Media Services</b><br>Media Services Intern | <ul style="list-style-type: none"><li>▶ Assisted with problem-shooting for audio-video technician</li><li>▶ Kept record of media equipment inventory</li><li>▶ Checked out media equipment for students</li></ul>   |
| 2020 - 21<br>COVID<br>Gap Year | <b>Ulta Beauty</b><br>Beauty Advisor<br>Lead Cashier           | <ul style="list-style-type: none"><li>▶ Monthly top credit performer promoted to Lead Cashier</li><li>▶ Led and trained new hires</li><li>▶ Assisted guests with positive, helpful customer service</li><li>▶ Worked overtime during peak selling hours</li></ul> |
|                                | <b>Rose River Memorial</b><br>Graphic Design Intern            | <ul style="list-style-type: none"><li>▶ Designed art exhibit production box packaging</li><li>▶ Received the 2020 Scripps College We Act Community Action Grant</li></ul>   |
|                                | <b>M Health Fairview</b><br>Branding Intern                    | <ul style="list-style-type: none"><li>▶ Designed logos, created infographics and a COVID-19 safety campaign, and used branding templates under the art director for a major healthcare institution</li></ul>  |

### AWARDS & INTERESTS

- ▶ U.S. Congressional Art Competition (2nd place, Minnesota 5th District); Rhode Island School of Design (Annual Art Award); 2022 Student World Impact Film Festival (Honorable Mention)
- ▶ FAA Student Pilot's License, short films, screenwriting, comedy writing, stand-up, gyroplanes