

# Liana Young

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## INTRODUCTION

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I'm a Graphic Designer, typography-enthusiast, occasional illustrator, and copy-writer. I'm a grid-abider *and* grid-breaker.

I'm a Honolulu based graphic-designer. I see every new challenge as learning opportunity to elevate my abilities as a visual communicator. My journey as a designer is driven by the desire to help people effectively communicate with the world.

## EDUCATION

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FALL 2018–SPRING 2021 .....

### Kapi'olani Community College

New Media Arts, *Interface Design*

ACADEMIC ACHIEVEMENTS:

- Dean's List GPA (3.9)
- Arts & Humanities Achievement Award Scholarship

FALL 2016–SPRING 2018 .....

### Honolulu Community College

Communication Arts

ACADEMIC ACHIEVEMENTS:

- AIGA Student Vice President
- Dean's List GPA (3.5)

## SKILLS

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### Interface Design

The design of user interfaces for machines and software, such as computers, home appliances, mobile devices, and other electronic devices, with the focus on maximizing usability and the user experience.

### Print Design

A form of visual communication used to convey information to an audience through intentional aesthetic design printed on a tangible surface, designed to be printed on paper, as opposed to presented on a digital platform.

### Visual Identity Design

The manner in which an enterprise identifies itself to the public. Generally, this includes a logo with supporting brand elements like color palettes, typography, and layouts.

TECHNICAL SKILLS:

**ADOBE CREATIVE CLOUD;** Illustrator, Photoshop, InDesign, Premiere, AfterEffects, Adobe XD

**INTERFACE PROGRAMMING;** HTML, CSS/SCSS, JS

## ACHIEVEMENTS

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2020 .....

### American Advertising Awards

American Advertising Federation (AAF)

NATIONAL SILVER & PELE GOLD

Collegiate Winner in Publication Design – Cover

### AAF Shining Star Awardee

AAF, Hawai'i

2019 .....

### American Advertising Awards

AAF, Hawai'i

PELE BRONZE

Student Winner in Direct Marketing

### Arts & Humanities Achievement Award

Kapi'olani Community College

## EXPERIENCE *continued on page 2*

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## EXPERIENCE

OCT 2020–MAY 2021

### Design Intern

Sae Design Group

#### RESPONSIBILITIES INCLUDED:

- Generated social media content
- Created print collateral including; brochures, greeting cards, flyers, business cards, and branded promotional items
- Designed logos
- Developed front-end user-interface designs

#### ROLE DESCRIPTION:

I took direction from and stayed in communication with the creative team and project managers in order to meet project goals. I successfully managed multiple projects simultaneously and met project deadlines. I was engaged in each stage of the creative process from ideation to execution. Many projects required an understanding of branding and adherence to clients' style guides.

AUG 2019–MAY 2021

### Lab Monitor

Kapi'olani Community College

*New Media Arts  
Computer Lab*

#### RESPONSIBILITIES INCLUDED:

- Assisted students with lab-related needs
- Tutored students with software and lab equipment
- Managed inventory of rental equipment including cameras and tablets
- Maintained lab equipment
- Reported to Lab Manager
- Opening and closing duties

#### ROLE DESCRIPTION:

This role required me to be accountable to students by being punctual and fulfilling my duties as a lab monitor. I practiced diplomacy while serving in a position of authority and learned to communicate effectively when assisting and tutoring students. I helped ensure successful lab operations by reporting to my supervisor in a succinct and timely manner.

MAY 2018–AUG 2020

### Design Intern

Pepperblack Studios

#### RESPONSIBILITIES INCLUDED:

- Designed branded print collateral including; logos, packaging, and ads
- Developed front-end user-interface designs including; website and mobile app design
- Assisted with photoshoots and post-shoot editing
- Generated social media content

#### ROLE DESCRIPTION:

For this role, I worked closely under the creative director and often had to take initiative. I learned to work efficiently at a fast pace and listened carefully to my supervisor to respond to clients' needs. Because I worked on a small team, I also had to be adaptable and resourceful.

APR 2017–MAY 2017

### Student Assistant

Honolulu Community College  
*Design Center*

#### RESPONSIBILITIES INCLUDED:

- Assisted with production of printed media including; booklets, banners, posters, laser-engravings, flyers, business cards, envelopes, foam core prints, parking passes, door hangers, embroidery, and stickers
- Generated graphic assets to support printed media including; logos, banners, and signs
- Accommodated students during production of their projects
- Served clients remotely and in-person

#### ROLE DESCRIPTION:

My role involved safe and accurate operation of valuable machinery for projects of diverse sizes and mediums. I had to be vigilant in searching for errors prior-to and during production. My knowledge in print-production was essential in order to effectively communicate the capabilities of the Design Center to best suit clients' and students' needs. I worked independently to deliver projects with minimal supervision.