

RJ Mao

Visual Designer

rjmao.me

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Seattle, WA

EDUCATION

University of Washington

Bothell, WA | Class of 2024

BA, Interactive Media Design

SKILLS

DESIGN

Design System, Typography, Color Theory, Hierarchy, Contrast, Interaction Design, Affinity Diagrams, Storyboarding, Journey Mapping, User Flows, Wireframing, Prototyping, UI & Visual Design, Information Architecture

RESEARCH

Interviews, Personas, Usability Testing, A/B Testing, Competitive Analysis, Surveys, Co-Design

TOOLS

Photoshop, Illustrator, Figma, Sketch, Adobe XD, InDesign, Figma. Premiere Pro, Lightroom

CODING

HTML, CSS, JavaScript

RECOGNITION

DubHacks Hackathon

Winner | Oct 2023

NWHacks Hackathon

Best Design | Jan 2023

DubHacks Hackathon

Finalist | Oct 2022

Distinguished Bulletin Editor

Awarded | March 2019

DCON Pin Design Contest

1st Place | Sept 2018

DCON Pin Design Contest

1st Place | Sept 2017

WORK EXPERIENCE

The COATS Company - Graphic Design Intern

Seattle, WA | Jan 2024 - May 2024

- Led the creation and implementation of branding assets, including social media graphics, iconography, and machine decals, as part of the marketing team's initiative to revitalize The COATS Company's brand identity.
- Collaborated with the marketing team to develop visually compelling content that aligns with campaign objectives, significantly enhancing the company's brand recognition and consistency across all platforms.

Lambda Phi Epsilon - Vice President of Communications

Seattle, WA | Dec 2021 - May 2024

- Orchestrated a high-performing Communications team, overseeing graphic design, social media, public relations, secretarial affairs, and alumni outreach, resulting in a 40% increase in online engagement and a boost in event attendance.
- Executed comprehensive communication strategies, leading to a 40% growth in social media followers and an improvement in administrative efficiency through streamlined processes.

University of Washington - UX/UI Teaching Assistant

Bothell, WA | Jan 2023 - April 2023

- Collaborated in designing the course structure for teaching fundamental UX/UI skills, including wireframing, prototyping, user testing, and information architecture, to a cohort of 30 students, ensuring a comprehensive learning experience.
- Developed a range of design resources and templates, such as user persona templates, wireframe kits, and interactive prototyping tools, tailored to the needs of introductory UX/UI design students, enhancing their creative process and project outcomes.

UW Formula SAE - Visual Designer

Seattle, WA | Apr 2022 - Feb 2023

- Led the development of the T33 race car's livery design by collaborating closely with CAD modelers, creating mockups, and producing a final vector design. The design was printed and applied at EMWraps, contributing to the team's distinctive and professional appearance on the track.
- Introduced fresh and visually engaging infographics, enhancing the team's online presence and boosting user engagement while maintaining a strong aesthetic appeal.

DESIGN PROJECTS

Visage - UX/UI Design

Seattle, WA | Oct 2023

- Ideated, designed, and prototyped a facial scanning website app that measures biometric data, to then recommend optimal fitting glasses frames. Designed with Figma in 24 hours at the annual DubHacks hackathon.

BuckIt - UX/UI Design

Vancouver, BC | Jan 2023

- Ideated, designed, and prototyped an AI-driven itinerary planning app using Figma in a 24-hour hackathon at NWHacks.

MOMO - UX/UI Design

Seattle, WA | Oct 2022

- Designed wireframes, high-fidelity prototypes, and illustrations using Figma & Illustrator for a receipt parsing & payment app in a 24-hour hackathon at DubHacks.