



DAPHNE CHANG

EDUCATION California Polytechnic State University, San Luis Obispo
Bachelor of Science: **Graphic Communication** —June 2014
Concentration: **Web and Digital Media**
Minor: **Packaging**
Dean's List: Spring 2012, Winter 2013, Fall 2013, Winter 2014

SKILLS *Design Applications:* Adobe; InDesign, Illustrator, Photoshop, Dreamweaver
Computer Applications: Microsoft Word, Excel, PowerPoint
Social Media: Facebook, Twitter, Pinterest, LinkedIn, Tumblr, Instagram
Languages: Conversational in Mandarin Chinese and French
Web: HTML5, CSS, TextMate, Drupal

RELATED EXPERIENCE **Julia Lin, CPA, MBA Assistant** February 2015–Present
Performed administrative duties and helped consult Julia on her new website

- Managed and processed client information, oversaw daily office tasks, and worked on data entry
- Assisted Julia in overseeing changes to her website

Web and Graphics Assistant March–June 2014
Worked under Public Relations for the College of Science and Mathematics at Cal Poly, SLO

- Updated and created content for websites for the College of Science and Mathematics using Drupal 6 & 7
- Edited photos, designed collateral pieces, and updated the Facebook page

Mobile Application UI/UX Design Spring 2014
Designed the logo and look and feel of a prototype mobile application called Dine Line

- Came up with the idea for Dine Line, a mobile app for dining and reservations
- Worked in Adobe Illustrator and Axure to design the aesthetics of the mobile application prototype

Portfolio Website Project Fall 2013
Designed a personal website and coded it using HTML and CSS

- Worked in Adobe Illustrator and Photoshop to transfer graphics to a website written in TextMate

UGS Trainee/Intern Fall 2012/ Winter 2013
Learned about the ongoings of University Graphic Systems and how it functions as a student-run company

- *Marketing Trainee:* Researched the on-campus competitors of UGS and how to improve marketing strategies
- *Lean and Sustainability Intern:* Worked with the lean and sustainability manager to learn about the place FSC has in UGS and prepared for the FSC audit

LEADERSHIP/INVOLVEMENT alpha Kappa Delta Phi, Inc.
Secretary 2013–2014
Took meeting minutes and attended all executive board meetings

Publicity Chair 2012–2013
Designed fliers and posters, created event pages, and maintained the sorority's Facebook page

- Designed the fliers that are passed out to students during rush for prospective new members
- Managed Facebook account that has more than 2,000 friends and acted as liaison for any contact through Facebook

Webmistress 2012–2013
Maintained and updated the website

- Coded HTML and CSS for changes made to the website