ADA LOONG
GRAPHIC DESIGNER

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EDUCATION

California State University, Fullerton

Graphic & Interactive Design Concentration, B.F.A. | 2021

3.75 GPA

Magna Cum Laude

Pasadena City College

Studio Arts, AA-T | 2018

3.66 GPA

Dean's List

SOFTWARE

Illustrator

Photoshop

InDesign

After Effects

XD

Dreamweaver

Figma

Acrobat

Google Suite

Microsoft Office Suite

HTML/CSS/JavaScript

Lens Studio

Blender

Miro

Slack

Windows/Mac OS

ACCOLADES

Snap Lens Academy Academic Scholarship

Scholarship | Jun 2022 | Snap Inc.

New Talent Annual 2021

Silver Award | Feb 2021 | Graphis International Design Publication

WORK EXPERIENCE

Augmented Reality & Graphic Designer

Freelance | Aug 2022-Present | Los Angeles, CA

- Met with clients to determine marketing and design vision, scopes of work, budgets, and deliverable timeframes.
- Worked with a cross-functional team to format designs cohesively for usage on social media platforms, emails, and AR experiences in a span of 4 weeks.
- Independently developed engaging AR experiences with over a 1,000+ interactions using Lens Studio, Illustrator, Photoshop, After Effects, and Blender.
- Assisted a team of 2 to educate over 30+ high school students in creating AR lenses using Lens Studio.

Snap Lens Academy Scholar

AR Designer Intern | Jun 2022-Aug 2022 | Remote

- Selected as one of 15 scholars from over 150+ college student applicants to partake a 9-week career development in AR design hosted by Snap Inc. and Next Shift Learning.
- Created interactive AR lenses using Lens Studio, Blender, Illustrator, Photoshop, After Effects, and JavaScript to enhance Snapchat users immersive experience.
- Managed a team of 3 and participated in multiple AR hackathons to execute functional lenses within 4 to 6 hours.
- Collaborated with a team to expand the potential of connected lenses by creating an interactive AR experience revolving around mental health in youth within the time frame of 3 weeks.

Creative Aid: A Concept Zombie Project

Junior Graphic Designer Intern | Aug 2020-Mar 2021 | Fullerton, CA

- Increased customer awareness and revenue by 30% using Illustrator and Photoshop to design ad content and web banners to post on companies' social media platforms.
- Established a brand identity system with a cross-functional team utilizing client assets and illustrated graphics for promotional marketing materials and campaigns.
- Developed over mock-ups for weekly PowerPoint presentations with clients using Google Slides, Illustrator, and Photoshop.

SKILLS

- Brand Identity
- Editorial Design
- Marketing & Advertising
- Social Media Creation
- Augmented Reality
- UX/UI Design