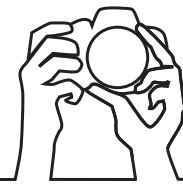


JOCELYN HUNG



CONTACT

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(408)-763-7857 ☎

Santa Clara, 📍
CA 95050

EDUCATION

Santa Clara University '17,
Bachelor of Arts (B.A.)

Communication / Studio Art

Minor: **Spanish Studies**

GPA: 3.76; Magna Cum Laude

SKILLS

Adobe Photoshop ●●●●●

Adobe Lightroom ●●●●●

Adobe Illustrator ●●●●●

Adobe InDesign ●●●

Adobe Premiere ●●●●

Adobe After Effects ●●●

Final Cut Pro ●●●●●

Avid Media Composer ●●●●

Wordpress / SEO ●●●●

HTML / CSS ●●●

Microsoft Office ●●●●●

PORTFOLIOS

fb.com/jocelynhungphotography @

instagram.com/xsjojelyn @

www.jocelynhung.com 🌐



LANGUAGES

English

中文

Español

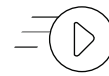
EXPERTISE



Graphic Design



Video Editing



Motion Graphics



Animation

EXPERIENCE

May 2018 - present

Photography Instructor/Leader, *National Geographic Student Expeditions*

- Will travel to Tokyo, Japan for 2 weeks in July to lead workshops and work with students on improving photography-related skills.

April 2018 - June 2018 (2 months)

Freelance Graphic Designer [Project Hire], *Asian Law Alliance*

- Created visual identity and branding guide for campaigns.
- Designed logos, icons, infographics, flyers and social media images.

July 2017 - April 2018 (10 months)

Social Media Coordinator, *Skillz Inc.*

- Designed graphics and visual content optimized for social media platforms.
- Created infographics, motion graphics and short animation videos.
- Assisted making PowerPoint/Google Slide decks for presentations.
- Built department workflows to increase efficiency and collaboration.
- Developed strategy for social media to drive traffic to company website.
- Analyzed metrics to boost engagement and grow following on social media.
- Drafted and published weekly blog posts on Wordpress and strategized metadata for search engine optimization (SEO).

May 2015 - June 2017 (2 years 1 month)

Visual Communication Intern, *SCU Office of Marketing and Communication.*

- Created flyers, posters, and infographics for social media and print.
- Produced video content for an audience of 40,000+ Facebook users.
- Assisted in marketing campaigns to improve SCU's digital profiles.
- Designed Snapchat Geofilters for university locations and events.
- Helped increase number of Instagram followers from 3k to 10.2k in 2 years.

May 2016 - May 2017 (1 year)

Public Relations Coordinator, *Multicultural Center at SCU.*

MCC is a chartered student organization dedicated to raising issues of diversity, as well as supporting and advocating for students of color at SCU.

- Designed t-shirts, and graphic materials to advertise the MCC.
- Sent out weekly e-mail newsletters via MailChimp to entire student body of 9000+ undergraduate and graduate students.
- Planned programming and events to promote diversity and inclusivity initiatives.

December 2015 - August 2016 (9 months)

Global Fellow, *Moscoso Arquitectura*, Cochabamba, Bolivia

Global Fellowship is a selective leadership program, hosted by SCU's Leavey School of Business, focusing on service and professional development.

Moscoso Arquitectura is an organic architectural firm that specializes in designing buildings that are eco-friendly, artistic and sustainable.

- Designed marketing graphics and brochures for website and social media.
- Created videos for Facebook and Youtube promoting sustainable architecture.