

SHARON PAN

Visual Designer & Illustrator

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sharonpan.com

Education

UC Berkeley

Berkeley, CA | May 2020

Art Practice B.A.

Media Studies B.A.

California College of the Arts

Oakland, CA | 2015

Graphic Design

Certificate

Skills

Design:

Graphic Design, Brand Design, Packaging Design, Web Design, Motion Graphics, Research Synthesis, Prototyping, Typography, Color Theory, Illustration

Software:

Adobe Photoshop, Illustrator, InDesign, After Effects, Lightroom, XD, Sketch, Figma, Final Cut Pro, Ceros, HTML & CSS, Microsoft Office, WordPress, Google Suite

Work Experience

Communications Designer

Wish, San Francisco, CA

July 2021 - Present

- Create 3-5 in-app banners weekly to promote products, drive engagement and sales
- Strategize with social team to increase brand awareness through eye-catching content
- Design assets for internal use, web and app, print, email, and marketing campaigns for various teams across the company

Visual Designer & Illustrator

Recreation, San Francisco, CA

June 2020 - Present

- Ideate and develop strategic brand and marketing solutions for multiple clients
- Execute supporting brand assets across digital and print marketing and web UI/UX
- Develop an unique illustration style that integrates into agency's existing brand

Design and Communications Assistant

Industrial Engineering and Operations Research – UC Berkeley, CA

April 2019 - June 2020

- Assisted communications director in managing internal and external communications
- Strategically assembled content for and designed monthly newsletter campaigns
- Created brand marketing content including print, video, and slide decks

Graphic Design Intern

ThredUP, San Francisco, CA

May 2019 - Aug 2019

- Contributed to the development of marketing strategies and campaigns
- Created various marketing assets including emails and advertisements
- Collaborated with product and marketing teams to research, design, and implement new landing page

Freelance Projects

Product Brand & Packaging Design

Sundial Foods, Remote Work

August 2021 - December 2021

- Organized weekly meetings and slide decks to showcase designs to clients
- Conducted market and product research to generate 3 strong brand concepts
- Produced copy and branded collateral (including packaging design) for final concept

Brand Design

Moving Forward, Richmond, CA

September 2019 - March 2020

- Redesigned logo and supporting assets to enhance brand of organization
- Presented and revised my designs at weekly meetings with the client