

# YU-CHIN MA

Graphic Designer

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## EXPERIENCE

### Graphic Design Intern, ABIDE Magazine

September 2022 - July 2023, Remote

- Designed graphics for the company's social media platforms (Instagram, Pinterest, Twitter), website, and newsletter.
- Collaborated with the Social Media Intern and supervisor on social media content and design direction.
- Expanded the brand design and brought a 56% increase in impressions on the main social media platform, Instagram, and a 50% increase in audience engagement on Pinterest.

### Visual Design and Motion Graphics Intern, FR Presentations

September 2020 - March 2021, Remote

- Created visual designs such as posters and infographics with Adobe Illustrator and Photoshop.
- Animated motion graphics and video editing for clients using Adobe After Effects and Premiere.
- Photo-sourced, photo-retouched, and copy-edited for clients' PowerPoint slides and videos.

## LEADERSHIP

### Senior Showcase Booklet & Event Committee Member, Drexel University

Westphal College of Media Arts & Design

December 2021 - June 2022, Philadelphia, PA

- Designed and produced a 60+ pages showcase booklet with 4 other colleagues and attended weekly meetings.
- Organized and photographed 53 senior headshots for use in the booklet and website.
- Collaborated with colleagues to design name tags, posters, and signage for the showcase event.

### Manager & Photographer, Men's Basketball Team of Chinese Students and Scholars Association at Drexel University

September 2019 - March 2020, Philadelphia, PA

- Photographed 7 official game highlights and recorded 5+ nights of training.
- Organized game sign-ups for a team of 10 players.
- Managed the logistics for a team trip to New York for the 3-day Northeastern Chinese Basketball League tournament, including making hotel reservations.

## DESIGN PROJECT

### Northern Taiwan Stamp Collection, Capstone Project

January 2022 - March 2022, Philadelphia, PA

- Developed a set of illustrations, typographic systems, and designs for a postage stamp series.
- Researched 89 districts/townships in Northern Taiwan and selected 7 places to design a package of 8 informational cards and stamps, showcasing the beauty of these lesser-known areas in Taiwan.

## EDUCATION

Drexel University, Philadelphia, PA

Bachelor of Science in Graphic Design

Minor in Fine Arts

Cumulative GPA: 3.80

## SKILLS

### Art & Design

- Brand Identity
- Publication Design
- Package Design
- Motion Graphics
- Website Design
- UI/UX Design
- Illustrations
- Analog & Digital Photography

### Softwares

- Adobe Creative Cloud (*Illustrator, InDesign, Photoshop, Lightroom, Premiere Pro, After Effects*)
- Procreate/Adobe Fresco
- HTML/CSS + Javascript
- Microsoft Office

### Languages

- Native: Mandarin Chinese
- Fluent: English

## AWARDS AND SCHOLARSHIPS

Drexel University's Founder's Scholarship  
(Sept 2018 - June 2022)

Drexel University's Westphal Portfolio Scholarship  
(Sept 2018 - June 2022)

Drexel University's Dean's List Recipient  
(Sept 2018 - June 2022)

## ACTIVITIES

Member of the Chinese Students and Scholars Association at Drexel University  
(September 2018 - March 2020)

Local Philadelphia Photography Group on Instagram @philly.frames  
(July 2021 - Present)