



# CASSIDY YUEH

## Digital Designer and Copywriter

 [cassidyyuehportfolio.com](http://cassidyyuehportfolio.com)  
 [cassidy.yueh@gmail.com](mailto:cassidy.yueh@gmail.com)

### CAREER OBJECTIVE

Proactive, adaptable Scripps College graduate with Mandarin Chinese proficiency seeking digital design and copywriting positions. Experienced in visual merchandising, Airtable, Adobe Creative Suite, SEO, copywriting, UI, HTML, web design, branding, photo retouching, print production, illustration, photography, video editing, motion graphics, graphic communication, social media management, Microsoft Office, and Google Suite.

### EDUCATION

**Scripps College**  
2017 - 2022

B.A. in Environmental Analysis; Studio Art & Design Minor  
Senior Project: Analyzing the Feasibility of Solar Microgrids at Pomona College  
Clubs: Asian American Students, Scripps Environmental Education Development

### EXPERIENCE

2025 -	<b>Guess, Inc.</b> Graphic Designer	<ul style="list-style-type: none"><li>▶ Graphic design support, guidelines, and information to Product and International Licensing, Visual Merchandising, Retail Development, and the Public Relations Departments.</li></ul>
2024 - 25	<b>Abramorama</b> Graphic Designer	<ul style="list-style-type: none"><li>▶ Presentation design for film distribution performance, event flyer creation, and social media copywriting</li></ul>
2023	<b>Formula Z Cosmetics</b> Part-Time Graphic Designer	<ul style="list-style-type: none"><li>▶ Work with the CEO of a beauty company sold at national retailers to create label designs</li><li>▶ Modify brand guidelines and structure dielines</li><li>▶ Use typography and edit copywriting</li></ul>
2022 -	<b>AutoGyro USA</b> Contract Graphic Designer	<ul style="list-style-type: none"><li>▶ Work with the CEO of an international aviation company to create merchandise designs for sale and collaborate with vendors; organized on task management software</li></ul>
2021 - 22	<b>Gridscape</b> Research Designer	<ul style="list-style-type: none"><li>▶ Created a zine for environmental research</li><li>▶ Worked with solar consultants for a feasibility study</li></ul>
2018 - 22	<b>Scripps College Media Services</b> Media Services Intern	<ul style="list-style-type: none"><li>▶ Assisted with problem-shooting for audio-video technician</li><li>▶ Kept record of media equipment inventory</li><li>▶ Checked out media equipment for students</li></ul>
2020 - 21 COVID Gap Year	<b>Rose River Memorial</b> Graphic Design Intern	<ul style="list-style-type: none"><li>▶ Designed art exhibit production box packaging</li><li>▶ Received the 2020 Scripps College We Act Community Action Grant</li></ul>
	<b>M Health Fairview</b> Branding Intern	<ul style="list-style-type: none"><li>▶ Designed logos, created infographics and a COVID-19 safety campaign, and used branding templates under the art director for a major healthcare institution</li></ul>

### AWARDS & INTERESTS

- ▶ U.S. Congressional Art Competition (2nd place, Minnesota 5th District); Rhode Island School of Design (Annual Art Award); 2022 Student World Impact Film Festival (Honorable Mention)
- ▶ FAA Student Pilot's License, short film creation, screenwriting, comedy writing, stand-up, gyroplanes