



# Jeffrey Kuang

## Product Designer

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### EDUCATION

**California Polytechnic State University, San Luis Obispo**

B.F.A. Graphic Design

June 2024

### DESIGN SKILLS

#### Product Design

Survey

Contextual Inquiry

Empathy Map

Impact / Effort Matrix

Pain Points

Heuristic Evaluation

Competitor Analysis

Lo-Fi, Mid-Fi, and Hi-Fi Wireframes

Prototyping

Case Study

### TOOLS

Figma

Adobe Photoshop, Illustrator,  
InDesign, and XD

Webflow

HTML + CSS

### EXPERIENCE

#### Graphic Design Intern

San Luis Obispo Museum of Art | *Hybrid* | JAN 2024–MAR 2024

Designed vinyl for Adam Parker Smith exhibition.

De-installed and installed vinyl for three artist.

#### Marketing Intern

ALPFA Philadelphia | *Remote* | JUN 2022–AUG 2022

Created engaging content for social media platforms while maintaining a unified brand voice across different social media channels.

Assisted in the creation and editing of written content.

Supported the marketing team in the creation of an editorial calendar and marketing strategy.

Reviewed analytics and created reports on key metrics.