

# Emerson (Katherine) Eng

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Passionate about aligning people and pixels through innovative designs. As a recent college graduate, I am actively seeking full-time opportunities in UX/UI design, product design, graphic design, advertising, or marketing.

## EDUCATION

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### Rutgers University Honors College - New Brunswick

May 2025

Majors: B.F.A. Design & B.A Information Technology

Honors College Scholar, Summa Cum Laude GPA: 3.95

**Relevant Coursework:** Interactive Design, Design for the Digital Realm, Human-Computer Interaction, Management of Technology, Advanced Web Design, Information Visualization, Retrieving & Evaluating Electronic Information.

## WORK EXPERIENCE

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### Junior Graphic Designer

June 2025 - Present

*The Regency Group*

New York City, NY

- Designed high-fidelity digital mock-ups and production files for print and digital collateral, supporting over 100 hospitality brands including Hilton and Marriott.
- Optimized backend workflows within Odoo to streamline client's business card ordering process, ensuring a seamless user experience for recurring orders.
- Developed a suite of sales enablement assets and marketing tools used by the outreach team to successfully onboard new corporate clients.
- Managed end-to-end print production and vendor relations, including proof approval and rigorous quality control of physical samples to ensure client brand alignment.

### Web Development Intern

January 2025 - June 2025

*Witness to Mass Incarceration*

New York City, NY

- Developed and tested design components to ensure usability on two websites with over 1,000 visits for a non-profit organization.
- Designed and implemented interactive website elements using HTML, CSS, JavaScript, and web to enhance user experience and functionality.
- Optimized user flow to enhance navigation and create a seamless browsing experience.

### Graphic Design Co-Lead

September 2023 - May 2025

*Honors College Media Team-Rutgers University*

New Brunswick, NJ

- Coordinated advertising projects with the Honors College Marketing Director for over 500 Honors College students.
- Directed Media Team members on project assignments with an average of 5 people per project.
- Collaborated with fellow leads and faculty to plan and initiate events, projects, and designs to promote the Honors College.

### Graphic Design Intern

January 2023 - December 2023

*School of Communication & Information-Rutgers University*

New Brunswick, NJ

- Created over 50 graphics for print and online media following specific business design requirements for over 500 Master's Students.
- Spearheaded designs with faculty members to create departmental promotional materials which were seen and used by over 1,000 students.
- Hosted promotional events for the School of Communication & Information to advertise the school to potential students.

## TOOLS & SKILLS

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**UX/UI Design:** Figma, Prototyping, Wireframing, HTML, CSS, Javascript, Prototyping, User Interviews, UX Research, Affinity Diagrams, Web Building Softwares, Sketching, Usability Testing

**Graphic Design:** Adobe Creative Suite, Procreate, Motion Design, Typography, Print Production, Visual Hierarchy, Video Editing, Illustration, Mock-Ups, Microsoft Suite, Photography, Production Development

**Project Management:** Microsoft Suite, Odoo, Google Suite, Miro, Notion, FigJam