

# Emerson (Katherine) Eng

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Passionate about aligning people and pixels through innovative designs. 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

**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

- Streamlined backend workflows within Odoo to automate the business card ordering process, improving order accuracy and delivering a seamless user experience for recurring stakeholders
- Collaborated cross-functionally to design high-fidelity digital mock-ups and print files, accelerating the delivery of print and digital collateral
- Managed end-to-end print production and strategic vendor relations, overseeing proof approvals and quality control to maintain 100% brand alignment across 150+ global hospitality brands, including Hilton and Marriott
- Developed a sheet of high-impact sales assets and marketing tools that empowered the outreach team to successfully onboard and retain new corporate clients

### Web Development Intern

January 2025 - June 2025

*Witness to Mass Incarceration*

New York City, NY

- Refined the user flow and site architecture to simplify navigation, resulting in a more intuitive browsing experience for a non-profit serving over 1,000 monthly visitors
- Collaborated with organizational leadership to design and implement interactive website elements using HTML, CSS, and JavaScript, boosting site functionality
- Optimized digital touch points to create a seamless user journey, aligning technical performance with the strategic goals of the organization

### Graphic Design Co-Lead

September 2023 - May 2025

*Honors College Media Team-Rutgers University*

New Brunswick, NJ

- Orchestrated large-scale advertising initiatives in partnership with the Honors College Marketing Director, delivering targeted promotional content to a student body of over 500
- Supervised cross-functional Media Team members on complex project assignments, providing creative direction and oversight for teams of five to ensure high-quality deliverables
- Partnered with departmental leadership and faculty to conceptualize and launch strategic events and design campaigns, significantly increasing the visibility of the Honors College

### Graphic Design Intern

January 2023 - December 2023

*School of Communication & Information-Rutgers University*

New Brunswick, NJ

- Standardized the production of 50+ high-impact graphics for print and digital media, ensuring strict adherence to brand guidelines for a diverse audience of 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

## 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