

Emerson (Katherine) Eng

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Passionate about aligning people and pixels through innovative designs. I am actively seeking full-time opportunities in graphic design, advertising, marketing, or product design

EDUCATION

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

Junior Graphic Designer

August 2025 - Present

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, increasing company productivity by 40%
- Developed a sheet of high-impact sales assets and marketing tools that empowered the outreach team to successfully onboard and retain new corporate clients

Product Designer

June 2026 - August 2026

Develop For Good - InvolveMINT

Pittsburgh, PA (Remote)

- Redesigned the mobile app onboarding experience, reducing the user flow by 10 steps to improve usability, reduce cognitive load, and create a more intuitive user experience.
- Created calls-to-action (CTAs) for profile completion and editing, improving navigation and enabling users to easily review and update profile information.
- Collaborated with a cross-functional team to identify and resolve 14 edge cases, ideate 12 features, and design 38 new screens addressing 3 core product problems.

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

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, Photography, Production Development

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