

amanda hong

hello!

I am a bay area-based designer, photographer, and yoga instructor.

contact

amandahong@gmail.com
amandahong.com

education

uc davis march 2017
graduated cum laude
b.a. in design
b.a. in communication

expertise

event design
print production
brand activations
brand development
visual identity
layout design
information design
typography
photography

skills

adobe illustrator
adobe indesign
adobe photoshop
adobe lightroom
figma
html
css
javascript

work experience

senior graphic designer workday, inc.

san francisco bay area, august 2017 – present

lead executive, internal and external events as a visual designer and illustrator, focused on strategizing, planning, and executing unique brand experiences and spatial environments

graphic design intern salt branding, branding agency

san francisco, april 2017 – june 2017

supported senior designers and creative team in developing brand identities and strategy, implementing brand standards for large scale corporate clients, and creating communication, marketing and presentation content

design intern michael patrick partners, creative agency

menlo park, june 2016 – september 2016

created brand and market communication content, such as annual reports, advertisements, brochures and professional presentations, and assisted in brand development, visual redesigns, competitive audits, brand platforms, and visual positioning structures

graphic designer uc davis campus recreation and union

davis, june 2015 – september 2016

designed digital and print graphics and enforced the marketing brand identity, while collaborating in creative projects with student managers and college faculty staff

vice president of marketing alpha kappa psi – upsilon psi

davis, november 2015 – june 2016

established and maintained a new brand identity and graphic standard, designed and distributed creative content, and organized a recruitment campaign that resulted in 2k+ views, 100+ followers, and 60+ prospective candidates over the span of 2 weeks

photographer freelance photography

san francisco bay area, january 2010 – present

specialize in portrait, product, and event photography, covering private photo sessions, formal events, engagements, and celebrations