



Jacqueline Lau

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Technical

Adobe CC Suite
CSS / HTML
Keynote
Figma
Principle
Webflow
Cinema 4D

Soft Skills

Systems thinking
Organization
Attention to detail
Flexibility
Collaboration
Storytelling

Design

Branding
Typography
Web Design
Illustration
Publication
Presentation

Education

California College of the Arts Fall 2015–Spring 2019

Bachelor of Fine Arts in Graphic Design
Minor in Visual Studies

Experience

Visual Designer (contract), Coinbase Sept 2020–Present

Designing visuals for conference events and other miscellaneous collateral
Evolving a new design system for in-app tutorials for new users/products
Providing general support for the brand design team

Design Fellow, Airbnb July 2019–June 2020

Led design work for video series produced by Airbnb Design team
Simplified and clarified design systems for Airbnb Magazine
Supported design and art direction for Animals global campaign launch

Design Intern, Pearlfisher Apr–May 2019

Worked with mid-level designers and creative director in a tight-knit team
Rounded out design directions with sketches, designs, and moodboards
Tested out feasibility of possible designs directions

Contract Designer, West Apr 2019

Worked with the design director in defining the overall concept
Generated iterations and mockups for each design direction
Helped create final presentation deck for client

Volunteer

Graphic Designer, TEDxSanFrancisco 2018 Jul–Oct 2018

Designed icons and collateral for the identity system

Designer, TBD* (Design studio at CCA) Jan–May 2018

Communicated with clients to identify needs and establish design directions
Adapted to changing client needs and pivoting the design accordingly
Designed products and collateral that support the clients' brand identity