



# MINDY HA

Experiential Graphic Design • Illustration • Visual Development

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## Experience

### **Graphic Designer** MAG • April 2018 - January 2020

- Translate concepts for experiential events, campaigns, and conferences into sketches, mock-ups, renderings, 3D models (Adobe CC, Sketchup) for proposals. Assist account teams with presentation design.
- Deliver design packages that include logos/lockups, collateral, wayfinding & signage, CAD/site plans, premiums, etc. (Adobe CC, Google Slides, MS Powerpoint, AutoCAD).
- Utilize knowledge of digital formats, printed materials, custom fabrication and prepare production files accordingly. Work directly with vendors to solve production problems and ensure final products match final designs.
- Create event microsites, e-blasts, and invitations as needed (WIX, Splash, Adobe CC).
- Track creative needs and collaborate with team members to ensure timely and successful executions.

### **Freelance Illustrator & Product Designer** Self-Employed • 2017 - Present

- Create original pieces in a variety of mediums for personal projects and commissions.
- Develop personal brand and design and produce goods such as prints, enamel pins, and accessories.
- Manage and track timelines, inventory, and finances for independent business.
- Participate in Artist Alleys at various comic, anime, and art conventions.

### **Design Generalist** Gate Reality • February 2017 - February 2018

- Created presentations, conceptual images, and graphics for branded VR & AR projects.
- Produced pre-visualization and 3D visual assets as they pertain to project.
- Self-learned software where applicable, including Blender & Unity.
- Maintained website, social media handles, and blog.
- Assisted with copywriting and copyediting.

### **Freelance Production Designer** 513 • August 2015 - April 2016

- Assisted art directors with designing, rendering, and compiling visual elements for entertainment productions.
- Prepared design packages (CAD, print files, color keys) for custom fabrication.
- Provided production assistance during installations and film shoots.
- Tutored interns in Adobe Creative Suite when needed.

## Education

### **Academy of Art University** 2015 - 2019

MA Visual Development

### **Cornell University** 2011 - 2015

BS Design & Environmental Analysis with Minor in Computing in the Arts

- Assist alumnus with development of gap-year experience for entertainment arts.
- Connect with current students to provide academic and career advice.

## Skills

### **Software**

Essentials • Adobe Creative Suite (Ps, Ill, InD), AutoCAD, SketchUp, V-Ray, Podium, Microsoft Office Suite, Google Suite, Windows OS & Mac OS

Other • 3DS Max, Blender, Rhino

### **Traditional**

Graphite, Ink, Watercolor, Goache, Acrylic

**References Available Upon Request**