

MINDY HA

EXPERIENTIAL GRAPHIC DESIGN ILLUSTRATION • VISUAL DEVELOPMENT

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Skills

ESSENTIALS

Adobe Creative Suite CC
(Ps, Ill, InD)
Sketchup
Microsoft Office Suite
Google Suite
Mac OS & Windows OS

3D & ANIMATION

AutoCAD
3DS Design MAX
Rhino
V-Ray
Blender
After Effects
Maya

TRADITIONAL

Graphite
Ink
Watercolor
Goache
Acrylic

Experience

GRAPHIC DESIGNER MAG • April 2018 - Present

- Develop and translate concepts for experiential events and campaigns into sketches, mock-ups, renderings, and 3D models for proposals. Assist account team with presentation designs.
- Deliver design packages that include assets such as logos/lockups, collateral, wayfinding & signage, CAD/siteplans, and premiums.
- Utilize knowledge of digital formats, printed materials, custom fabrication and prepare production files accordingly. Work directly with vendors and fabricators to solve production problems and ensure final products match final designs.
- Create illustrations as they pertain to projects.
- Act as design lead in select projects.
- Create Splash microsites as needed.
- Work with team members and major stakeholders to ensure timely and successful executions.
- Occasional on-site production assistance.

FREELANCE ARTIST Self-Employed • 2014 - Present

- Create original pieces and fanart in a variety of mediums.
- Design and produce goods such as prints, stickers, pins, and accessories.
- Manage and track timelines, inventory, and finances for independent business.
- Participant of 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 needed.
- 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.
- Production assistance during installations and film shoots.
- Tutored interns in Adobe Creative Suite when needed.

Education

CORNELL UNIVERSITY 2011 - 2015

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

- Assist alumnus with launch of new gap-year experience for entertainment arts.
- Connect with current students and give advice on academics, university life, and post-graduation.
- Member of Cornell Asian Alumni Association.

ACADEMY OF ART UNIVERSITY 2015 - 2019

MS Visual Development

References available upon request.