



Chloe Chu

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Experience

Center for BrainHealth / Full-time UX/UI Designer

March 2021 - Present · Dallas, TX

Translating cutting-edge brain research into simple, usable products to improve brain wellness.

Responsible for the user experience & visual design of web apps, product websites, mobile applications and responsive UI design.

Dallas Jackals Rugby / Design & Social Media Intern

Spring 2021 · Dallas, TX

Designed content for the Jackal's inaugural season campaign, reaching over 100,000 people.

Created and produced graphics, fostered community relations, as well as managed the Major League Rugby team's social media presence.

Dallas Cowboys Football / Graphic Design Intern

Summer 2020 · Frisco, TX

Designed graphics, promotional brand assets, and NFL Draft content broadcasted on ESPN.

S&R Sport / Design Intern

August 2019 - May 2020 · Torrance, CA

Designed and streamlined a new interface for creating custom online team stores.

Worked cross-functionally to create interactive prototypes and conduct user testing to ensure quality digital products.

Projects

Sweatshirts for Hong Kong / Apparel Design & Marketing

April 2020 · Hong Kong

Designed Sweatshirts to bring awareness and funds for the people of Hong Kong and their fight towards democratic freedom.

Raised over \$1100 in sales donated to Amnesty International in Support of Hong Kong.

Stay Green Magazine / Print Designer

December 2019 · Frisco, TX

A Frisco based environmental magazine designed to recognize existing eco-friendly groups as well as inform the public on local, ongoing issues.

Education

University of Texas at Dallas

B.A. Arts and Technologies · 2023

GPA: 3.99 · Summa Cum Laude

Concentrations: UX +
Interactive Technologies

Skills

UX/UI Design

User Research

Graphic Design

Social Media Marketing

Design

Figma, Photoshop, Illustrator, InDesign,
Adobe XD, After Effects, Adobe Cloud

Other

Mandarin, Cantonese, Photography &
Photo-editing, JavaScript, Java, HTML, CSS

Accolades

Dallas Cowboys Wings And Dreams Winner

State Farm "Driving the Message" Finalist

Frisco Arts in the Square Runner-Up

VASE Finalist

Extracurriculars

UX Club, AIGA, UTD Mentor Program,
Freelance Designer, Kappa Alpha Theta