

Rebecca Lu

visual designer +
digital illustrator

I find value in sparking positive change through thoughtful and memorable interactions.

EDUCATION

Simon Fraser University

Sept 2015-Present

Bachelor of Arts, School of Interactive Arts and Technology

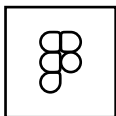
Minor in Print & Digital Publishing, Publishing@SFU

Expected Graduation: June 2022

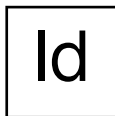
SKILLSET



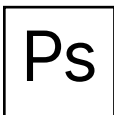
Illustrator



Figma



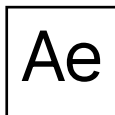
InDesign



Photoshop



Clip Studio Paint



AfterEffects

Visual Design Content Strategy
Wireframing Illustration
Prototyping HTML5 + CSS

CONTACT

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becca-lu.github.io

DESIGN EXPERIENCE

CaseIT MIS Case Competition

Creative Director / June 2018-May 2019

Led a team of 10 to strategize a marketing plan for a global audience of business students, competition coaches, and industry stakeholders, resulting in a 2.5% engagement rate increase to 23% on Facebook and Instagram.

Developed visual guidelines to ensure design consistency throughout the team and art directed 11 social media campaigns to strengthen online brand presence year-round.

Interactive Arts + Technology Student Union (IATSU)

Director of Communication Design / May 2016-Apr 2017

Illustrated monthly banners and profile images for IATSU's social media platforms to promote an engaging online environment.

Designed promotional materials to drive awareness and encourage participation at 18 community-strengthening events.

SIAT Frosh 2016

Director of Design / May-Sept 2016

Created a playfully striking brand with branded materials to boost morale at IATSU's competitive-fun introductory event for students newly accepted to the School of Interactive Arts + Technology.

COMMUNITY INVOLVEMENT

Interactive Arts + Technology Student Union (IATSU)

Secretary & Councillor / May 2017-Apr 2018

Maintained transparency between the student union and its community members by documenting and posting key internal updates to a member-accessible portal.

Facilitated communication between the IATSU community and SFU's undergraduate society, the Simon Fraser Student Society, by vocalizing concerns and considerations at monthly meetings.

SIAT Frosh 2017

Director of Logistics & Finance / May-Sept 2017

Reduced expenses compared to the previous year's by 11% while maintaining event quality.

Devised a logistics plan involving 40+ volunteers to ensure a seamless participant experience.