

Lisa Wang

415-900-7665 • lsawang@ucdavis.edu • [LinkedIn](#) • Davis, CA

EDUCATION

University of California, Davis, College of Letters & Science
Bachelor of Arts in Design & Communication

Davis, CA
June 2027

RELEVANT EXPERIENCE

Triceratops - Client Project

Designer & Developer

Davis, CA
June 2025 – Present

- Along with my team, design and develop a client website for Triceratops, a UC Davis student-run scavenger hunt club for crocheted dinos
- Conduct and synthesize user research and findings into affinity mapping and IA to create a friendly and handmade-looking visual style that leans away from a typical corporate site
- Design wireframes from low to high fidelity and tested usability on mid and high-fidelity prototypes based on participant feedback and external design review
- Build assigned page in HTML/CSS/JS throughout the dev stage of the project collaborating with the design team via GitHub
- Work through a 5+ week sprint timeline including research, ideation, wireframing, usability testing, and development with strict deadlines prior to external stakeholder review

Foundverse

Marketing & UX/UI Intern

Davis, CA
June 2026 – August 2026

- Develop content strategy and social media calendars for Instagram, organizing posts around core content pillars
- Create a waitlist landing page for Foundverse's Build Sprint cohort through design and development of a program positioning message into a user experience
- Develop Foundverse's visual identity in Figma, establishing brand consistency across marketing materials and digital assets
- Develop social media content through writing of shoot-day scripts, content creation, (filming and photos), and captions while ensuring that we maintain consent tracking for all content that involves our teens
- Work with the founder (Diana) in order to make sure that all decisions made in marketing are based on Foundverse's brand voice and aligned with the brand's goals while maintaining cohesiveness

EKHO Dance

Dance & Social Media Director

Davis, CA
June 2025 – Present

- Work alongside Post-Production Director to develop cohesive, brand-aligned graphics for Instagram, TikTok, and YouTube
- Lead the creation of digital visuals and motion graphics across social platforms, aligning with goals and audience insights
- Work with and direct team members in creating thumbnails & graphics for SNS
- Utilize Adobe Photoshop and Canva to design layouts and thumbnails that bring out visual engagement, consistency, and user interaction
- Oversees dance covers, sets, and showcases while managing and event planning shows and other dance related performances

Design Interactive

Designer (Fellow)

Davis, CA
April 2026 – June 2026

- Collaborate with my partner to design *Harmonize*, a community music app connecting musicians and producers to discover and network with others in their field
- Establish a warm, analog visual identity with color palette and typography, leaning towards an app slightly different from general music apps
- Contribute to team ideation sessions, lead early research stages with affinity mapping, user-interviews, and competitive analysis: translating early concepts into a cohesive design direction
- Design and prototype the Challenge and Feed screens in Figma, shaping interactions for discovery and community engagement

Avalon Apparel

Fashion Marketing Intern

Remote, US
April 2024 – October 2024

- Research and develop style boards to ideate and support design decisions
- Compile and summarize feedback from internal reviews for use in creative direction
- Analyze fashion trends and provide clear, actionable insights to inform projects

SKILLS & INTERESTS

Technological Skills: Instagram, X, Facebook, LinkedIn, TikTok, Canva, Adobe, iMovie, MacOS, Dropbox, Microsoft Office, Zoom, Word, Excel, User Experience, Event Planning, Content Marketing

Relevant Coursework: Introduction to Business, Entrepreneurship, Social Media, Strategic Communication in Public Relations, Introduction to Design, Graphic Design & Computer Technology, Interactive Media I, UI/UX Principles

Positions: #Include Social Media Lead, EKHO Dance Coordinator & Social Media Director, Design Interactive Fellow, Ascend UC Davis Committee Member