

# Christina J. Doolan

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**Design Portfolio:** [https://uscwebdev.github.io/itp301-submissions-CJDoolan/Design\\_Portfolio/home.html](https://uscwebdev.github.io/itp301-submissions-CJDoolan/Design_Portfolio/home.html)

## EDUCATION

### University of Southern California

Los Angeles, CA

*BA in Cognitive Science | Minor in Communication Design | Minor in Web Development*

May 2025

- **Scholarships:** Dean Joan Metcalf and USC University Scholarship, awarded based on academic excellence
- **Relevant Coursework:** Web Design, Design for UX, Web Applications Project, Web Publishing, Front-End Web Development, Digital Tools for Design, Statistics, Cognitive Processes, Sensation and Perception
- **Cumulative GPA: 3.97/4.00**

## PROFESSIONAL EXPERIENCE

### Social Media Marketing & Design Intern

Los Angeles, CA

*USC Marshall Office of Executive Education*

December 2022-Present

- Increase enrollment and brand awareness through marketing campaigns, banners, and organic posts resulting in 3,000 new followers and an increase in average monthly engagement by over 7,000 impressions
- Created top three LinkedIn posts each yielding over 4,500 impressions and 100 engagements
- Manage YouTube channel increasing subscriber base by 200% and raising average monthly views by 10,000
- Partner in major conferences alongside Kaiser Permanente and The Josh Bersin Company

### Graphic Design & Marketing Intern

Los Angeles, CA

*USC Marshall Master of Business for Veterans*

August 2023-Present

- Design visually captivating graphics using Mid Journey, Adobe Creative Suite, and Figma
- Curate engaging social media content boosting LinkedIn impressions by 287% and engagement by 296%
- Collaborate weekly with the MBV team to align graphic designs with strategic campaigns and messaging

### User Experience and Graphic Design Summer Intern

Pasadena, CA

*Bluebeam Software*

June 2024-August 2024

- Redesigned pre-portal virtual training sites and videos using Figma, jQuery, and Premiere Pro, customizing the Skilar page and improving the initial user experience for Bluebeam's 3 million subscribers
- Created 100+ thumbnails for live trainings, courses, how-to guides, and related content, ensuring cohesive and on-brand visuals while clearly differentiating categories and individual items from the user's perspective
- Coded responsive emails for mobile and web screens, enhancing engagement for existing and new customers
- Engaged with Bluebeam executives, including CEO Usman Shuja, to gather insights on their experiences

## LEADERSHIP & CAMPUS INVOLVEMENT

### Web Development and Visual Branding Consultant

Virtual, USA

*Ravinia College Consulting*

August 2023-Present

- Trusted to lead a comprehensive company logo redesign, enhancing brand aesthetics and visual appeal
- Revitalizing company identity, transforming brands' online presence to align with current market trends
- Redesigning company website to create a more user-friendly interface aiming to elevate user engagement

### Founder, Director of Travel - Executive Board Member

Los Angeles, CA

*USC Club Track & XC*

January 2022-Present

- Spearheaded USC Club Track and Field Executive Board increasing club to tier 2 team
- Plan upcoming travel for organization including meets, multi-day retreats, and off-campus social events
- Summarize costs associated with travel providing information for budgeting and planning purposes

### UX/UI & Design Team Member

Los Angeles, CA

*USC Innovation Design*

August 2022-Present

- Collaborate with professional clients and USC-affiliated clubs, executing strategic redesigns

## SKILLS & INTERESTS

### Technical Skills:

- HTML
- CSS
- Javascript
- React
- JQuery
- Python
- MATLAB
- Adobe Creative Suite
- Figma
- Sketch

### Soft Skills:

- Communication
- Creativity
- Organization
- Problem solving
- Project management
- Teamwork

### Languages:

- English (native)
- Spanish (proficient)