

Cassidy Ha

(408) 747-7785 | cassidyh96@gmail.com | San Jose, California | cassidyha.com

Experience

Freelance Graphic Designer

Sept 2020–Present

- Develop design solutions for clients in various industries—including beauty, entertainment, social media, food, and hospitality
- Elevate and refine websites and social media accounts
- Craft brand identities, logos, web and print media
- Manage client contracts and invoices
- Establish timelines and organize schedules

Graphic Designer (Contract)

Ubisoft, San Francisco | Nov 2018–July 2021

- Designed creative marketing collateral, ads, presentations, and web and print media for a wide range of game titles
- Generated solutions for complex design, brand, marketing, and social media problems
- Conceptualized and designed the Just Dance 2021 keyart
- Explored and implemented social media marketing solutions for the Just Dance brand
- Collaborated cross-functionally with art directors, project managers, copywriters, brand teams, digital marketing teams, and executive teams
- Executed briefs and delivered designs in a fast-paced environment with short turnaround times
- Built presentation decks and brand style guides
- Managed multiple projects and deadlines and ensured all designs aligned with brand standards, aesthetic, and campaign narrative

Graphic Design Intern

Ubisoft, San Francisco | Aug 2018–Nov 2018

- Supported cross-functional teams on a wide range of projects including internal and corporate events, communications, online and print advertisements, and social media
- Designed marketing and event collateral, retouched product photography for packaging, built presentation decks
- Supported graphic production team on building templates, gathering assets, archiving designs, and final file production

Education

BFA, Art and Design with a Graphic Design Concentration

California Polytechnic State University, San Luis Obispo | 2018

Skills

DESIGN

- Typography
- Illustration
- Branding & identity
- Marketing
- Presentation
- Social media
- Video

TECHNICAL

- Adobe Creative Suite (Photoshop, Indesign, Illustrator, Lightroom, Premiere Pro, Acrobat)
- Google Suite
- Microsoft PowerPoint

PROFESSIONAL

- Self-starter
- Independent
- Organized
- Collaborative
- Empathetic
- Flexible
- Adaptive
- Strategic
- English & Vietnamese (fluent)
- Korean (intermediate)