

Stella Wong

Experience

Tesla *Internal Content Design Intern*

Aug - Dec 2022

- Designed 50+ icons for Tesla's resource hub, which is utilized daily by 100k+ employees
- Assisted in the rebranding of Tesla's internal visual identity, redesigning flyers and TV slides to enhance employee engagement
- Created logos and merchandise for Gigafactory New York and Safety Engineering teams

WarnerMedia *Brand Experience Design Intern*

Sep - Dec 2021

- Created weekly production graphics, corporate ads and creative campaigns for WarnerMedia's consumer brands, including HBO Max and Warner Bros.

BBDO (Shanghai) *Packaging Design Intern*

June - Aug 2021

- Developed food and beverage packaging tailored to the Chinese market for brands including Qiaqia Food, Keep Fitness, and Jägermeister
- Collaborated with senior designers to produce weekly long-form graphics for clients' official WeChat accounts with 80,000+ subscribers

Metric Design Studio *Visual Design Intern*

Feb - June 2021

- Developed visual identities, from logos, social media graphics to UI/UX designs, to facilitate the successful entrance of international brands such as VGO, Sony, Stabilo, and Malaysia Health Care into the Chinese digital market

Dear Asian Americans *Design & Social Media Intern*

Sep 2020 - Jan 2021

- Spearheaded and designed a social media series highlighting influential Asian Americans for the podcast's Instagram of 13k followers
- Oversaw a 15% growth in Instagram followers within four months

Leadership

Innovative Design

Design Training Team Lead Jan - April 2023

- Designed and taught a semester-long Figma curriculum to a team of six beginner designers

Marketing Team Member Jan - May 2022

- Collaborated with a team of three designers to create the brand identity and social media assets for Innovative Design's Spring 2022 recruitment campaign

American Institute of Graphic Arts USC *Co-President*

May 2021 - May 2022

- Managed a team of six executive board members to coordinate 30+ speaker events, design workshops and studio tours with design professionals for 70+ club members

Contact

✉ stellawo@usc.edu

🔗 www.stellawong.com

📄 [linkedin.com/in/
stella-shina-wong](https://www.linkedin.com/in/stella-shina-wong)

Education

Univ. Southern California
B.A. Health & Human Sciences
Communication Design Minor
May 2024

Languages

English (Native)
Mandarin (Native)
Japanese (Conversational)

Tools

Adobe Suite
Autodesk Maya
Figma
Adobe XD
HTML & CSS
Sketch

Skills

Branding/Identity
Graphic Design
Photography
Prototyping
Typography
UI/UX Design
User Flows
User Research
Video Editing