

Lena He

Portfolio

DESIGN EXPERIENCE

Brown University Campus Life Engagement, *Campus Life Fellow* Providence, RI | Aug '24 – Present

- Leads 3 student design and publicity teams, designing and providing feedback for graphics and marketing strategies, enforcing brand consistency, and mentoring students in design and publicity efforts
- Oversees external communications and other administrative support for identity centers at Brown University, like the LGBTQ Center and the Sarah Doyle Center for Women and Gender, to support the 8,000+ students on campus
- Supports University branding by designing the Campus Life internal newsletter header, which is received by 200+ staff members, and presentation templates and one-pagers aligned to the University's brand guidelines
- Designs public-facing media by illustrating the Campus Life Scavenger Hunt map, which was distributed to 2,200+ Brown University parents and family members during our annual Family Weekend

CI International, Inc., *Design Consultant* Remote | Nov '23 – March '24

- Designed for data and information visualization projects, contracted by the US Information Technology Category (ITC)
- Enforced ITC's visual brand identity by producing 30+ PowerPoint deck templates
- Organized client-facing meetings to receive feedback on multiple design concepts and project iterations to multiple stakeholders, including the assistant commissioner of ITC

US General Services Administration, *Visual Design Fellow (@ Coding It Forward)* Washington DC | June '23 – Aug '23

- Selected as one of the 5% of applicants accepted into Coding it Forward's 2023 Fellowship
- Utilised Adobe software, Microsoft products, and Google Suite to manage multiple design projects, like designing data visualisation infographics, creating YouTube end cards, and developing/reformatting advertising campaigns
- Established strong public-facing visual brand by designing an Awards Summary infographic that was presented to the Office of Management and Budget Equity Principles and published on GSA's publicity blog

Massachusetts Department of Education, *Graphic Designer and Project Manager* Boston, MA | June '22 – Aug '22

- Enhanced department's visual impact by conceptualizing and executing 4 webpage redesigns for the official State as a Partner Subsite
- Spearheaded creative direction for department's summer learning marketing campaign, outlining 10+ storyboards for an upcoming video advertisement and pitching 5+ slogans and billboards designs
- Managed a cohort of 5 interns, ensuring timely project delivery by setting project deadlines, assigning responsibilities, and hosting weekly independent 1-hour meetings to update each other on priorities and expectations

Brown University's LGBTQ Center, *Graphic Designer and Publicity Coordinator* Providence, RI | Sept '21 – June '24

- Designed 50+ social media posts, stickers, buttons, and other merchandise to promote the Center, reaching an audience of 1500+ students and staff on Instagram
- Formatted physical posters and merchandise with print-ready files, coordinating with print centers
- Increased campus community building initiatives by supporting the Center's social and informational events
- Awarded the 2024 Rainbow Praxis award in recognition of my interdisciplinary work between the LGBTQ Center and Sarah Doyle Center for Women and Gender

TECHNICAL SKILLS

Software Proficiencies: Microsoft Office Suite, Adobe Creative Suite (Illustrator, Photoshop, InDesign), Figma, and Procreate

Craft Skills: Graphic design, product design, illustration, marketing, copywriting and proofreading external communications

Programming Languages: Java, Python, HTML, CSS

EDUCATION

Brown University, B.A. Visual Arts and Psychology, 3.95/4.0 GPA

Providence, RI