

# EILEEN C. ROCO

Digital Artist • People Person • Visual Communicator

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## QUALIFICATION HIGHLIGHTS

- **Exceptional communication skills** ensures effective smooth collaboration and problem solving
- **Strong graphic & visual communication background** in illustrating complex ideas on behalf of brands
- **Acclimated and adaptable to complex job duties** while maintaining high levels of professionalism

## EDUCATION

- **University of Hawai'i at Mānoa (UHM), c/o 2020** | Bachelor of Arts | Honolulu, HI
- GPA: 3.84 | Dean's List (2016-2019) | Summa Cum Laude | Phi Beta Kappa ΦBK Member
- **Communications & Chinese Language Double Majors**
- **Peace and Conflict Studies & Peace Corp Double Certificates**
- **Study Abroad: Indiana University (Summer 2017) & National Taiwan University 台大 (Summer 2018)**

## RELEVANT EXPERIENCE

- **Graphics Projects Designer, IMUAlliance (Sex Trafficking Awareness Nonprofit)** (Fall 2016- Spring 2020)
  - Began as a volunteer in 2016, Graphic Designer (2017-2019), and Special Projects Artistic Lead (2019-2020). Presently is on Board of Directors.
  - Notable project: designed and illustrated a 4-page PSA comic "Kayla", highlighting a real story of an emancipated victim. It is used as PSA and training material for reporters.
  - Regularly designed wide range of print & digital collateral, including posters, PSAs and brochures.
- **Communications & Program Assistant, Hawai'i P20 (DOE-Partner Organization)** (Fall 2019- Spring 2020)
  - Revamped and redesigned wide range of company collateral- graphic charts, staff presentations materials, FAFSA booklets, and web & print ads for Hawai'i DOE educators & educators.
  - Took initiative to implement Accessibility to PDFs. Supported staff in general office duties- maintained website, newsletters, filing mail, data entry and event support.
  - Provided office support in data entry, record keeping, and general event support.
- **Graphic Designer, University of Hawai'i at Mānoa ASUH (Campus Student Government)**, (July 2016 – Fall 2019)
  - Collaborated with and creatively advised the rebranding of a student government body of 30-40 students, targeting an undergraduate student body of 18,000.
  - Designed creating inclusive, student-centered, T shirts, banners, fliers, posters, ads, and other promotional materials for web and print.
  - Through promotion efforts, notably boosted student engagement over three years.
- **Comics Desk Editor, Ka Leo (University Newspaper)** (Fall 2016- Spring 2019)
  - Began as a Ka Leo Comics Artist (2016) by creating original comics for print & web. Became Comics Editor (2017) to lead a desk of 5-6 artists to publish and post comics on biweekly web and print issues.
  - Spearheaded flagship effort to represent the comic talent of Ka Leo at Kawaii Kon 2019 (anime & art convention) Artist Alley, organizing 6 comic artists to vendor at a single booth to sell original art and merchandise, gaining experience in personal artistic branding.

## RELEVANT SKILLS

**Graphic Software:** Adobe Photoshop, Adobe Indesign, ClipStudio

**Web:** Squarespace, Shopify, Wix, Wordpress

**Word Processing:** Google & Microsoft Suite (Docs, Word, Drive, Slides, Powerpoint, etc.)

**Apple Programs:** Pages, Keynote, Numbers, iMovie

**Languages:** Chinese Mandarin (Intermediate), Japanese (Introductory)