



Peggy Luk

Graphic Designer

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EDUCATION

09.2017 – 04.2022

ArtCenter College of Design
Pasadena, CA

Bachelor of Fine Arts in Graphic Design

Focused Coursework

09.2021 – 12.2021

Arby's Sponsored Transdisciplinary Studio
Graphic Design Team Leader

Worked with ArtCenter Product Design teams to art direct and create packaging and exclusive experiences for production-ready work shoes for Arby's team members.

09.2021 – 12.2021

Designmatters Transdisciplinary Studio: Bee Lab

Designed a solution to combat declining native bee population with Environmental Design and Illustration majors. My role was to design the branding and visual language of our hypothetical organization, Superbloom.

EXPERIENCE

08.2018 – present

Freelance Graphic Designer

Los Angeles, California

Created branding systems for local start-ups and businesses.

Designed advertisements, banners, and promotional materials for several local museums, including Craft in America, Livery Studio, and Spark.

01.2022 – 05.2022

Variant 3D

Malibu, California

Junior Graphic Designer

Assisted Lead Designer, Knitting Team, and Project Manager on packaging designs, social media strategy, product color combinations, photoshoots, presentation decks, website redesign and updates.

11.2021 – 05.2022

MIGOS DOG

Malibu, California

Junior Graphic Designer

Assisted Lead Designer and Creative Director on packaging designs, social media strategy, brand strategy, font design, photoshoots, presentation decks, website redesign and updates.

05.2018 – 08.2018

Getty Multicultural Undergraduate Internship

Communications and Graphic Design Intern

Craft in America, Los Angeles

Assisted museum director with graphic design and website redesign. Other responsibilities included: interacting with museum visitors, event planning, data entry, library organization, website updates and social media strategy.

RECOGNITION

09.2017 – 04.2022

ArtCenter Scholarship
Graduated with Distinction

09.2019 – 04.2020

ArtCenter Provost's List

SKILLS

Languages:

English (Native)

Mandarin Chinese (Fluent)

Cantonese (Familiar)

Digital:

Strong working knowledge of: InDesign, Photoshop, Illustrator, Acrobat, Lightroom, XD, Figma, Glyphs, Processing, Keynote, Google Drive, Slack, Shopify, Discord, and Zoom

Familiar with:

p5.js, After Effects, MadMapper, Spark AR, and Cinema4D

Craft:

Handbuilt Ceramics, Jewelry making, DSLR photography, 35 mm film photography, letterpress printing, and making Spotify playlists