

Reagan Ka

reagan-ka.com

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(408) 834-2900

EXPERIENCE

Co Creative Director

Lunar Gala

AUG 2024 – PRESENT

- Lead and define the visual identity of Lunar Gala, Pittsburgh's largest fashion show, ensuring a cohesive and impactful brand presence across all platforms
- Oversee five creative sub-departments, directing branding, marketing materials, and show visuals to align with the event's vision

Design Lead

Activities Board

MARCH 2023 – PRESENT | NON-PROFIT

- Create marketing materials such as posters, shirts, and laminates in order to promote diverse events, concerts, and speaker showcases across campus

Design Lead

Carnegie Mellon Racing

NOV 2022 – MAY 2024 | NON-PROFIT

- Oversee a team of 8 designers, including managing deadlines and reviewing and providing feedback to project work
- Coordinate across various teams to solicit and aggregate input for creation of marketing materials, including marketing packets for potential sponsorships
- Lead the conceptualization and development of livery design by incorporating and innovating team identity and sponsor branding

Design Lead

Vietnamese Student Association

MARCH 2023 – JULY 2024 | NON-PROFIT

- Design and cultivate the club's brand identity, including a selection and creation of club logo
- Create marketing materials to promote cultural events and immersive workshops to educate local community on Vietnamese culture

Graphic Designer

asianblonde.

JULY 2022 – AUG 2023

- Conceptualized and designed marketing materials and album covers to expand and promote the band's branding and social presence

EDUCATION

Carnegie Mellon University

School of Design

AUG 2022 – EXPECTED MAY 2026

BDeS in Communications Design

Human-Computer Interaction Minor

OTHER

Secretary

Kappa Phi Lambda Sorority, Inc.

NOV 2022 – DEC 2024 | NON-PROFIT

- Manage logistics of organization, including coordinating large events and workshops
- Maintain and organize meeting records
- Responsible for memorializing chapter history
- Past roles include Design Chair, PR Chair, Rush Chair, and Cultural Chair

President

Kappa Phi Lambda Sorority, Inc.

JAN 2025 – PRESENT | NON-PROFIT

- Oversee chapter operations, leadership development, and strategic initiatives to foster a strong and supportive community
- Lead executive board and members in executing events, philanthropy efforts, and organizational growth while upholding the sorority's values

SKILLS

Software

Adobe CC (Photoshop, Illustrator, After Effects, InDesign, Lightroom), Figma, Procreate, Microsoft Office Suite, Jira/Confluence, TouchDesigner, HTML/CSS

Design

Brand design, logo design, interaction design, experience design, graphic design, print design, storyboarding, prototyping, user research, user testing and analysis, project management