



PRISTINA KUO

pristinakuo@gmail.com | www.pristinakuo.com

EDUCATION

Bachelor of the Arts Digital Arts and Sciences

Minor in Business Administration

University of Florida

Gainesville, FL

Aug 2016 - May 2020

GPA:

3.89/4.0

Academic Honors: Magna Cum Laude; University Honors Program; Dean's List 2016-2020; Phi Kappa Phi; President's Honors Roll

SOFTWARES

Adobe After Effects
Adobe Character Animator
Adobe Fresco
Adobe Illustrator
Adobe InDesign
Adobe Lightroom
Adobe Photoshop
Adobe Premiere Pro
Adobe XD
Android Studio
Autodesk Maya
Blender
Procreate
Toon Boom Harmony
Toon Boom Storyboard Pro
Unity

SKILLS

Bilingual: Mandarin Chinese
Character Design
Concept Art
Graphic Design
Illustration
Motion Graphics
Story Writing
Video Editing
Videography
Visual Development
Web & App Design
2D & 3D Animation

EXPERIENCE

Content Creator

Jan. 2022 - Present

Freelance | Remote

- Produced live content on Twitch, with 74,390 minutes watched in the last 28 days.
- Created short-form video content with an average of 249K video views on TikTok, 41,263 views on YouTube, and 565K accounts reached on Instagram in the last 28 days.
- Marketed my content on Twitter, Discord, YouTube, TikTok, and Instagram with graphic designs, attention-grabbing thumbnails, and promotional videography using Adobe After Effects, Premiere Pro, Illustrator, and Photoshop.
- Cultivated and fostered a large, inclusive community through public engagement, collaborative community events, and interactive elements on livestreams.
- Founded and hosted the "Scuffed Streamer Awards" event to give recognition for smaller streamers, with 200+ Google responses and 586 unique viewers in a 6 hour broadcast.

Motion Graphics Artist

Feb. 2021 - Jan. 2023

The Ōnin Group | Birmingham, AL

- Created, edited, and branded motion graphics for the Video Team. Internal projects include informational, music, and promotional videos & graphics for the Ōnin branches and all staffing partners. External clients include Mercedes-Benz U.S. International (MBUSI), Hyundai Motor Manufacturing Alabama (HMMA), Peco Foods Inc, and various sales clients.
- Designed and animated specific graphics required by the Video Team using Adobe After Effects, including lower thirds, name graphics, full screen graphics, and on screen text.
- Illustrated creative artwork and designs for concepts, logos, and internal & external branding with the Adobe Creative Suite, following the corresponding styles and working with the Design Team.
- Assisted with camera and audio equipment while on set filming for video shoots.

Graphic Designer

Apr. 2019 - Sept. 2021

University of Florida: College of Liberal Arts and Sciences | Gainesville, FL

- Created graphic design projects for flyers, posters, icons, building signage, logos, brochures, newsletters, and greeting cards using Adobe Illustrator, InDesign, Photoshop, and XD.
- Handled videography and animation projects consisting of 2D animation, video editing & compositing, and motion graphics using Adobe Premiere Pro and After Effects.
- Worked under tight deadlines to deliver quality designs to be seen by 5000+ students.
- Communicated and executed creative ideas with clients through email and social media.

Social Media Manager

Apr. 2019 - May 2020

Looking for Good | Gainesville, FL

- Managed the social media team and all corresponding accounts through the Hootsuite social media management platform.
- Advertised for each digital media stream on Twitter, Instagram, and Facebook through analyzing current trends and associations for engaging copy.
- Created visual 2D animations and illustrated graphics on Adobe Photoshop and After Effects for promotional media.

Photographer

Aug. 2016 - May 2017

Prism Magazine | Gainesville, FL

- Photographed events and edited photos in Adobe Photoshop and Lightroom.
- Collaborated with writers to visit local college events and produce creative content.
- Organized photos for publications in print and web articles.