

# ANDREW PARK

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## EXPERIENCE & LEADERSHIP

### CREATIVE DIRECTOR

#### **ΠΔΨ Fraternity, Inc. Lambda Chapter, New Brunswick, NJ, April '12 - Present**

Manage and design organization's website and social media platforms. Improving my ability to work with HTML5/CSS3 as well as learning PHP and JavaScript/jQuery. As Creative Director, I am responsible for shaping creative strategy and overseeing visual direction for all campaigns. This includes creating marketing designs and teaching prospective candidates the fundamentals of Photoshop/Illustrator and design.

### HEAD DIRECTOR

#### **Miss Cutie Pi Beauty Pageant, New Brunswick, NJ, April '12 - Present**

Annual beauty pageant designed to educate and spread awareness of domestic violence while unifying 9 different student organizations on campus for the cause. Facilitate production, organization, and execution of the event with a starting budget of \$1,200 and acquiring sponsorships from companies such as Amazon. Promote to an audience of 400+ which has been growing at a linear rate accumulating 8,000+ Facebook likes, 42,000+ YouTube views, and more than \$5,000 in donations to Women Aware since its debut in 2012.

### BOARD MEMBER / EVENT COORDINATOR

#### **Rutgers University Society of Human Resource Management, New Brunswick, NJ, October '13 - Present**

Organize events such as RU SHRM's Annual Business Conference where 200+ executives from Lockheed Martin, Morgan Stanley, IMB and more, as well as HR specialists and students attend to focus on strengthening HR's strategic positions within organizations and get insight on how companies are leveraging HR Analytics to stay competitive. Other events include Buddy Nights and Specialist Nights, both designed for students to network with graduate mentors and HR professionals.

### GRAPHIC DESIGNER / INTERN

#### **Ghost Crew Events, New Brunswick, NJ, August '13 – February '14**

Researched, evaluated and proposed DJs in the electronic music industry as eligible candidates for shows in the NYC area factoring in venue location, popularity of artists and genres, as well as operational costs. Designed images and flyers for the company website, social media platforms, upcoming shows, and crowd-funding campaigns.

## SKILLS, TOOLS & TECHNOLOGIES

### DAY-TO-DAY COMFORTS

- Java
- HTML5/CSS3
- Skeleton / Foundation / Bootstrap
- Eclipse / Sublime Text / Geany / Vim
- Adobe Photoshop / Illustrator / Premiere Pro
- Korean

### CURRENTLY LEARNING

- C programming
- JavaScript / jQuery
- PHP
- Android Studio
- Xcode

## PROJECTS

### PORTFOLIO

Personal portfolio website that is fully responsive, built on intelligent HTML5/CSS3/skel, and designed to digitally personify myself. Used as an online resume showcasing my programming projects as well as art projects.

### GLIMPSE

Web application for users to discover exhibits, galleries and artists nearby a searched location. Uses JavaScript, built on HTML5/CSS3, and implements APIs from Google, Behance, Brooklyn Museum, ArtBeat, and The Art World. Also my first hackathon submission at hackRU Spring 2015.

### LITTLE SEARCH ENGINE

Little search engine, written in Java, that gathers and indexes keywords that appear in a set of plain text documents, and search for user-input keywords against the index and return a list of matching documents in which these keywords occur.

## EDUCATION

### RUTGERS, THE STATE UNIVERSITY OF NEW JERSEY School of Arts & Sciences, New Brunswick, NJ

- B.A. in Computer Science (expected January '17)
- B.A. in Human Resource Management (expected January '17)