

Yasmine Kahsai

Visual Designer • yasminekahsai.com • yaskahsai@gmail.com • (310) 995-9008

Experienced Visual Designer with a background in illustration and architectural design. Skilled in creating compelling solutions for projects, using design thinking strategies that cross disciplines. Able to distill complex data points into easily understandable visuals for branding and digital products.

Experience

Milvia • UI Designer 2023

- Spearheaded the redesign of a women's health startup, improving their website and social strategy for 50% more engagement across platforms.
- Worked closely with the Founder to ensure that company values were conveyed in all products.

Room One Thousand • Graphics Editor 2021-2022

- Led the graphics team of UC Berkeley's architecture journal from concept to completion of Issue 10.
- Organized regular meetings to keep track of the team's progress. Reviewed design layouts on Miro and provided appropriate feedback.
- Designed the cover of Issue 10 to reflect the theme, and used the same visual language to produce social and web-based promotions after publication.

College of Environmental Design • Graphic Designer 2021

- Designed promotional materials for the college's social platforms for a consistent visual presence.
- Introduced distinctive branding for their annual lecture series that carried through print and social.

The Golden State Company • Graphic Designer 2019-2020

- Created in-house content for the agency, including custom illustrations and layouts for publications.
- Designed emails, digital ads, presentation decks, and web content for a diverse set of clients.
- Led the rebrand of *Southbay Magazine* with a new logo, cover, and digital presence.

Fung + Blatt Architects • Freelance Designer 2019

- Worked closely with the Principal Architect to create simplified illustrations for their housing proposal, which were later published in *LA Magazine*.
- Assisted with presentation design to improve visual communication of the office's values.

Optimist Inc • Freelance Designer 2019

- Joined the creative team to produce a branded environment for Google Marketing Live, the tech company's largest marketing and advertising conference in San Francisco.
- Produced print and digital collateral for event spaces, such as menus, window decals, digital banners, signage, and informational maps.

Education

University of California, Berkeley • College of Environmental Design 2020-2023

Master of Architecture

University of Southern California • Roski School of Art and Design 2015-2018

Bachelor of Arts in Graphic Design, Minor in East Asian Language and Culture

Skills

Adobe CC • Figma • Canva • Google Slides • Miro • Microsoft Office • Wordpress • Rhino 3D • AutoCAD • SketchUp
Blender • Maya • VRay • Enscape • UI/UX Design • Web Design • Digital Illustration • Animation • Publication Design
3D Printing • Environmental Graphics • Creative Direction