Alyssa Cherlin

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Education

UC San Diego — **La Jolla, California**

Interdisciplinary Computing and the Arts B.A. — 2023 - Current

Cognitive Science - Design Minor

GPA: **3.99**/4.0

Relevant Coursework: Data Science in Practice, Design Communication, Design of Everyday Things, Usability & Info Architecture, Computer Programming/Arts, 3D Asset Design, Interaction Design, Product Marketing & Management, 3D Fabrication Art

Extracurricular Activities and Work Experience

MATT Construction — **Santa Fe Springs, California**

Marketing Intern — 2026

- Organized and maintained company database/CRM to ensure information remained accurate, accessible, and up to date
- Assisted with on-site job walks and documented projects through photography and promotional videos
- Created marketing materials and supported team initiatives to promote the company and its projects

CUZ Art Group — **Seoul, South Korea**

Graphic Design Intern — 2025

- Developed designs for both the company's personal marketing and external clientele
- Proposed marketing strategies to promote the company's media art and developed a unique publishing format for social media
- Drafted and designed a website that aligned with the company's brand identity and needs

Engineering Innovators and Entrepreneurs Club @ UCSD — **La Jolla, California**

Chair of Graphic Design — 2025 - 2026

- Created promotional material in the form of stickers, merchandise designs, and other relevant graphics
- Participated in organizational meetings to coordinate with other club members and to plan future events
- Designed and maintained a central website for club information and events

Envisionaries Club @ UCSD — **La Jolla, California**

Director of Marketing — 2025 - Current

- Managed a team in the development of marketing flyers as well as merchandise including stickers, posters, and clothing
- Proposed marketing ideas to promote the club and to facilitate more engagement with its social media
- Designed and developed a website using HTML, CSS, and Figma for a design competition hosted by the club

UC San Diego — **La Jolla, California**

Lead House Manager — 2024 - Current

- Supervised other students and participated in the set up of both small and large-scale rooms for events and club meetings
- Maintained high standards and organization in a detail-oriented environment

American Martial Arts Academy — **Fullerton, California**

Assistant Karate Instructor — 2019 - 2024

- Assisted instructors to ensure students were focused and engaged with their training in a fast-paced environment
- Led both small and large groups of students through various Karate drills, forms, and exercises in an inclusive environment

Other Skills and Interests

Computer Skills: Java, Javascript, Python, HTML, CSS, Adobe Premiere, Adobe Illustrator, Microsoft Office, Procreate, Davinci Resolve, Figma, Canva

Language Skills: English (Native), Korean (Conversational)

Activities: DesignCo (Pre-professional Design Club), Envisionaries (Makerspace/Crafting Club; **Marketing Director**), EIEC (Engineering Innovators and Entrepreneurs Club; **Graphic Design Chair**)

Interests: Drawing, Rock Climbing, Snowboarding, Cooking, Martial Arts, Gaming, Perfumery