

Ivan Luu

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EDUCATION

University of California, San Diego, La Jolla, CA
B.S., Computer Science

WORK EXPERIENCE

Creative Director | *blancDesk*

April 2024 – March 2025

- Established the blancDesk brand identity by creating 30+ assets, consisting of logos, a brand book, photos, videos, animations, print materials, and a defined voice, vision, and mission.
- Developed the official website, using NextJS, TypeScript, and CSS, while handling deployment through Cloudflare, reducing the estimated minimum startup cost by \$5,000.
- Conducted meetings alongside a team of 5 engineers and designers to explore client needs, provide project updates, and ensure efficient completion of 6+ projects.

Web Developer | *Angeles College*

Apr 2023 – Dec 2023

- Represented the school in marketing meetings with digital-focused companies such as Vital Design, Carnegie, Elliance, HEM5, and Intelisystems to discuss website improvements and new feature implementations.
- Built a new school website using WordPress, HTML, CSS, JavaScript, and PHP, achieving a GTmetrix score of 99% and decreasing the site load time by 90% over the previous.
- Employed fundamental UI/UX practices to manage a project focused on improving website responsiveness, usability, and accessibility to achieve full WCAG and ADA compliance.

Web Developer & Design Intern | *First Track Entertainment LLC*

Jun 2021 – Aug 2021

- Collaborated with a software engineer to update 2 clientele websites using HTML, CSS, and JavaScript, and content management systems such as Wix and WordPress.
- Crafted 3 logos for clients and the company, utilizing Adobe Illustrator to aid in the design process.
- Delivered presentations to clients to showcase and discuss 2 website improvements.

Marketing Director | *twitch.tv/realrayford*

Jun 2020 – Aug 2021

- Designed 10+ logos and branding assets using Adobe Illustrator and Photoshop for digital and print usage.
- Supervised a team of 5 artists and community managers in digital content creation, while coordinating with public figures such as Kasey Ma and QSJ Radio for promotional events.
- Acquired 800+ Instagram followers in 2 months and 14,000 Twitch followers in 6 months using digital marketing.

PROJECTS

BERT Model Experiment | Python

Nov 2022

- Collaborated with a team of 2 individuals to conduct experiments and analyze training results, leading to a detailed report on the differences between the baseline and fine-tuned deep learning models.
- Fine-tuned a BERT model using Stochastic Weight Averaging and warm-up steps resulting in an accuracy increase of 83% and loss decrease of 165.

Analytics Dashboard | HTML, PHP, SQL, JavaScript

Apr 2022 – Jun 2022

- Guided a team of 3 software engineers on a 10-week endeavor to develop an analytics dashboard, hosted on a custom Apache server.
- Constructed a REST API using PHP and an SQL database, enabling data collection and storage, utilizing JavaScript, Google Analytics, and LogRocket.
- Implemented user authentication with distinguished admin and user accounts, allowing for full CRUD functionality, data security, and user access control.

SKILLS

Operating Systems: Linux, Windows

Programming Languages: HTML, CSS, JavaScript, TypeScript, Java, C, SQL, PHP, ARM Assembly

Tools/Frameworks/Libraries: Next.js, React.js, Node.js, Gradle, Maven, Spring Boot, Adobe Illustrator, Figma, Git

Languages: English – Native, Cantonese – Limited Working Proficiency