

MABLE HUANG

missmablee@gmail.com // (510) 679 - 7279 // missmable.com



SKILLS

Design: Adobe Creative Suite/Cloud
UX: Figma, Framer, Squarespace, Webflow, Splash
AI: Midjourney, Adobe Firefly, ChatGPT, Claude
PgM: Google Suite, Slack, Zoom, Asana, Salesforce

EDUCATION

book180 Portfolio School // Art Direction
UC Berkeley Extension // Graphic Design
General Assembly // Visual Design Principles
Fulbright Program // Research Scholar
UCSD // Communications & International Relations

EXPERIENCE

- Inkitt // Full-time Freelance Social Graphic Designer** Present
- **SOCIAL MEDIA CONTENT PRODUCTION:** create short-form video content and visual assets to promote its books and movies
- Airbnb // Policy Communications & Marketing** 2016 - 2024
- **INCLUSIVE MARKETING:** Strategized and executed cohesive brand campaigns to recruit for and engage Airbnb Hosts from all walks of life, across digital, social, video, and print channels
 - **PROGRAM MANAGEMENT:** Facilitated cross-functional projects like the Airbnb Academy, Live and Work Anywhere, and the pre-IPO \$100B Airbnb Host Economy social media blitz campaign
 - **EXPERIENTIAL DESIGN:** Organized high visibility events to raise brand awareness and support the local community from roundtables, fundraisers, merchant walks, and more
 - **PARTNER/VENDOR MANAGEMENT:** Coordinated with creative vendors ensuring production meets brand guidelines
 - **INTERCULTURAL COMMUNICATION:** Planned, drafted, and edited messaging across the company internally and externally
 - **STRATEGIC LEADERSHIP:** Piloted and led Airbnb's multicultural marketing effort to the external Asian-American community inside and chaired its Asians Employee Resource Group (ERG)
 - **GLOBAL TEAM OPERATIONS:** Led weekly syncs, prepared budgets, and planned team off-sites and celebrations