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Jessica He, Student, University of California, Berkeley

Jessica He, leading through design.
Active student uses Adobe Creative Cloud to gain valuable career skills through student government and internships.

SOLUTION
Adobe Creative Cloud

EDUCATION BACKGROUND
University of California, Berkeley

RESULTS

NEW OPPORTUNITIES
Used creative and design skills to improve performance in design contests and internships

INFORMING STUDENTS
Collaborated with a team to create informative and engaging videos for students

INTEGRATED APPS
Created dynamic designs by leveraging the integration among Creative Cloud apps

COMMUNITY
Participated in the design community as an Adobe Student Representative
Jessica He, Student
University of California, Berkeley
Berkeley, California

CHALLENGES
- Share information from student government through clear videos
- Express ideas through different forms of media
- Develop skills to support career goals and interests

“Adobe Creative Cloud has opened new doors for me, giving me the skills that I need to be successful in my college career and beyond.”
Jessica He, Student, University of California, Berkeley

Design for success
Looking at Jessica He’s accomplishments, it’s clear that this University of California, Berkeley sophomore is headed for success. While working towards a major in Cognitive Science, He is also pursuing a double minor in Computer Science and Design. She contributes to the Associated Students of the University of California (ASUC), Berkeley’s student government, while also actively participating in the university’s design community. Throughout He’s academic and personal pursuits, creative design has played a role in shaping her interests.

He was first introduced to professional creative software when she started working with Adobe Photoshop in high school. “I actually never studied Photoshop in a classroom,” says He. “I wanted to express myself visually, and I knew Photoshop was the standard for photo editing. I taught myself using online video tutorials from the Adobe community. I was surprised at how easy it was to learn.”

At Berkeley, He continues to expand her independent study of Adobe creative apps. Through an Enterprise Term License Agreement (ETLA), Berkeley students can access Adobe Creative Cloud through any computer on campus. He took her knowledge of Adobe Photoshop and taught herself to use Adobe Premiere Pro CC, Illustrator CC, and After Effects CC.

“College is a time of discovery, and learning to express myself using Adobe Creative Cloud apps, available through UC Berkeley, has changed the way I picture my own future,” says He. “I can definitely see myself in a career related to product design, user experience design, or product management. With a clearer idea of what I want to do in the future, I can set better educational and career goals for myself now.”
Informing the student body

He uses Adobe Premiere Pro CC extensively for her activities with the ASUC. The ASUC regularly releases videos about its activities to keep students informed, including profiles of the representative senators and general awareness videos on topics ranging from elections to wellness referendums.

Access to Adobe Premiere Pro CC gives He and her team reliable tools to edit and produce videos. They can easily share files without needing to worry about compatibility issues. He also takes advantage of the integration among Adobe Creative Cloud apps by using Adobe After Effects CC to add simple effects and titles to the videos.

“I love working with Adobe Premiere Pro CC. The software is intuitive and easy for our team to learn,” says He. “At the same time, Premiere Pro enables our more advanced users to fine-tune any aspect of the video manually for powerful editing support.”

Sharpening an eye for design

He is also involved in the design community at Berkeley and uses Creative Cloud apps in her many hobbies. In her spare time, He dabbles in photography, film, and web design. Every project is an opportunity to stretch creatively and expand her design skills.

In a fun video chronicling her adventures during San Francisco Restaurant Week, He starts the video with an animated title. She first designed a static version of the graphic in Adobe Illustrator CC, and then imported it into Adobe After Effects CC to add animation effects. After finalizing the animation, she imported the animated graphic into Adobe Premiere Pro CC for use as an animated title in her video.

“All of the apps in Adobe Creative Cloud work together so well,” says He. “It’s fantastic how I can easily move assets between apps and tweak them until they’re just right. I get so much more out of using the apps together.”

With her sharpened sense of design, He participated in a design contest held by Innovative Design, Berkeley's main design club. Her submission was voted “Most Creative” by an experience designer from Adobe, giving her greater confidence in her abilities. He also participates in the Adobe community as an Adobe Student Representative. The representatives host design workshops that help other students get started on the Adobe Creative Cloud apps offered at their school.
Building a future career

"The more that I work with Adobe Creative Cloud, the more ways I find to express myself," says He. "Adobe gives me the tools that I need to take my ideas and turn them into tangible results. I've discovered a passion for design that I want to turn into a career."

The next step towards He's design career will come with a summer internship as a web designer at Adobe. "I'm incredibly excited for the opportunity to talk to some of the amazing people behind the software I use every day," says He. "Adobe Creative Cloud has opened new doors for me, giving me the skills that I need to be successful in my college career and beyond."

SOLUTION AT A GLANCE

- Adobe Creative Cloud. Apps used include:
  - Adobe Photoshop CC
  - Adobe Illustrator CC
  - Adobe Premiere Pro CC
  - Adobe After Effects CC

For more information
www.adobe.com/creativecloud.html