SAMMI JIANG

Based in NYC

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(917) 635-9908

Extracurricular

2022 May
ACE Mentorship Program
Figure out layout of a building, design a building for NYC Piers, introduce earthquake- proof elements to the building safety factors.

2022 December
Laguardia Arts and Crafts Club
Club President. Organize art-making events and maintain an Instagram page to facilitate online fundraising.

2021 November
City Council District 25, 29 and 20
Volunteered on city council campaigns assisting with voter outreach, implementing social media strategies, and promoting community engagement to maximize campaign visibility.

Education

Fiorello H. LaGuardia HS Music & Art '23

Parsons School of Design '27

BFA Communication Design

GPA 3.80

Parsons Merit Scholarship

Programs

Adobe creative suite (Ps/Ai/Id/Ae) • Figma
Google Doc • Github • VSCode

Language

English and Chinese (Proficient, native level)

Experience

2024 May - present   Onsite   (Queen Center Mall)
Marketing Assistant - DIGISO
Designed and produced digital advertisements to promote Korean skincare products across social media platforms. Created engaging content and supported store event planning and outreach within the Asian beauty community.

2022 Summer - present   Onsite   (Flushing, NY 11355)
Art Instructor - UNNA ART
Provide advice and guidance to younger art students, review and evaluate artworks, and support high school and college application portfolio development.

2023 Summer   Onsite   (Manhattan, NY 10001)
Merchandising Specialist - Teso Life
Directed merchandising strategies and oversaw inventory to maintain premium product presentation while developing and executing sales and marketing campaigns that enhanced brand visibility and drove revenue growth.

2022 May   Onsite   (Flushing, NY 10001)
Styling Consultant - Sweet Mood
Managed inventory and curated visually appealing merchandise displays aligned with the fashion trends.

Skills

Creative Strategy • Graphic Design • Visual Communication • Branding • Product Packaging Design • UI/UX Design • Web Content Creation • Social Media Content Creator • Creative Problem Solving • Branding Strategy • Project Management • html/css/js