SHELLY TAN résumé

contact

(732) 604-2189
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www.shellytan.com

education

NORTHWESTERN UNIVERSITY

Medill School of Journalism, B.S. in Journalism (2014)
Second major Art Theory & Practice
G.P.A.: 3.89

CHERRY HILL HIGH SCHOOL EAST

Cherry Hill, NJ
Summa Cum Laude, National Merit Scholar

skills

• PROGRAMMING: HTML 5, CSS3, Javascript, jQuery, LESS.
• DESIGN: Adobe CS6 (Photoshop, Illustrator, InDesign, Flash, Premiere Pro).
• STUDIO ART: Illustration, Drafting, Painting (Oil & Acrylic), Photography, Video,.
• LANGUAGES: Fluent in spoken Mandarin, semi-fluent in French and written Mandarin.
• OTHER: CMS, Microsoft Office, Social Media.

awards/honors

• Winner of the "Cézanne and Beyond: Art of Inspiration" contest. Had winning piece featured in Philadelphia Museum of Art and was interviewed on the NBC 10! show.
• Due to artistic achievements, June 22 is "Shelly Tan Day" in Cherry Hill, NJ, as declared by the mayor.
• Dean's List (9/9 Quarters)
• Recipient of the Baron & Ladewick Scholarship, an annual $27,000 scholarship (2011-Present)
• National Merit Scholarship (2010-Present)

references

BRIAN BOYER, NPR, NEWS APPS EDITOR

E-mail: bboyer@npr.org

JEREMY BOWERS, NPR, NEWS APPS DEV

E-mail: jbowers@npr.org
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JEREMY GILBERT, MEDILL, PROFESSOR

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experience

NPR
NEWS APPLICATIONS INTERN (SEPT 2013 – DEC 2013)

• Designed and built full-stack, multiplatform web apps for interactive storytelling.
• Work comprised frontend and some backend programming; wireframing and UI design; and deployment.
• Specialized in design, from paper prototyping, to digital mock-ups, to frontend programming. Also worked extensively on data analysis and visualization.
• Projects ranged from collaborations with teams like CodeSwitch to the NPR Digital News Desk.

A&O PRODUCTIONS
CO-DIRECTOR OF MARKETING & MEDIA (SEPT 2010 - PRESENT)

• A&O is a production company that puts on events such as concerts, films, and comedians. Recent notable acts include Snoop Dogg, Ludacris, and Aziz Ansari.
• Directed a committee of 12 members in marketing over 40 events per year and maintaining the A&O brand in a school of over 20,000 members.
• Designed appealing graphics in Photoshop/Illustrator/InDesign, including web interfaces, posters, TV ads, and t-shirts.
• Consistently met pressing deadlines and handled design/marketing needs.

WEINBERG OFFICE OF SPECIAL EVENTS
DESIGNER AND EVENTS COORDINATOR (SEPT 2010 - PRESENT)

• Helped promote university events through designing various promotional items.
• Created consistent visual themes across various events for the University.
• Maintained communication lines between departments in terms of design needs.
• Helped set up efficient and appealing venues for events, including coordinating with caterers and production companies.

MAYFEST PRODUCTIONS
DESIGNER AND MARKETER (SEPT 2010 - PRESENT)

• Mayfest produces the nation's largest student-coordinated outdoor event, Dillo Day, a free, one-day music festival.
• Marketed events prior to Dillo Day and maintained branding.
• Designed/animated print and video advertisements and coordinated promotions for events attended by over 10,000 students.
• Worked with team members to establish beneficial working relationships with sponsors, the public, and administrators.

ONESIXTYFOURTH
DESIGN INTERN (SEPT 2012 - APRIL 2013)

• OneSixtyFourth is a brand strategy and planning boutique that focuses on helping organizations connect more meaningfully with their audiences and leverage the power of their brands.
• Designed layouts for brand reports to ensure visual fluidity and ease of reading.
• Wrote articles and reports for the website and for clients.

NORTH BY NORTHWESTERN
INTERACTIVE DESIGNER (SEPT 2010 - APRIL 2011)

• NBN is Northwestern's leading online publication, named the nation's "Best Independent Online Student Publication" (2010) by the SPJ.
• Helped create visually appealing and user-friendly Flash graphics using Adobe.
• Conceptualized graphics based on info provided from writers.