



SHELLY TAN résumé

contact

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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.