

# Alex Ling

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## Education

**NEW YORK UNIVERSITY** (9/2014 – 5/2018)

**Gallatin School of Individualized Study** (3.836/4.0)

**Major:** Individualized Study in visual design, art history, and marketing

**Minor:** Business of Entertainment, Media, and Technology at the Stern School of Business

**Selected Coursework:** Design Studio; Arts Marketing; Contemporary Visual Culture and the Politics of Images; Media, Technology, and Society; Creative Computing; Communications Lab; Digital Art and New Media; Digital Media Theory and Practice

**Activities:** Dean's List; Emerging Leader Award Recipient; Founder of Gallazine; Contributing Designer for *Embodied Magazine*; Work featured in the Gallatin Arts Festival, *The Gallatin Review*, and *Confluence*

**Study Abroad:** New York University Shanghai (Fall 2016)

## Experience

**NYU GALLATIN - Graphic Designer and Teaching Assistant** (9/2017 – Present)

Designer of the 16th volume of *The Literacy Review*. The journal is set for publication in May 2018 and I am responsible for designing the entire issue and its marketing content. I also am the Teaching Assistant for the class, *Creating a Magazine: A Multimedia Approach*, for the Spring 2018 semester. I help students during the class' lab section understand design tools and concepts to create their semester-long magazine projects.

**AMINO APPS - Design Intern** (1/2017 – 8/2017)

As a design intern at Amino, I had the opportunity to tackle a variety of projects. I was responsible for spearheading the visual rebrand of Amino's Instagram, which grew its following from 400K+ to 700K+ in three months. Additionally, I created branding for "Amino VIP" and worked with my supervisor to push for a cohesive visual identity across all Amino platforms. I designed and illustrated hundreds of icons, screenshots, and feature graphics for Amino's standalone apps, and also helped design ad campaigns, graphics, animations, deck templates, mobile UI wireframes, and photo-edit user content.

**VISIT.ORG - Visual Editor Intern** (2/2016 – 6/2016)

Responsible for curating, photo-editing, and adding images to WordPress to promote Visit.org's organizations. I also assisted with designing decks and organizing Visit.org's image library.

**SCHOLASTIC - Art Department Administrative Assistant** (2/2015 – 6/2015)

Ensured efficient office organization through invoice and record-keeping, editing contracts, and ordering product samples from Scholastic's warehouse. I also assisted the art department with image and photo research, assembling prototypes, and creating "child-like" drawings and handwriting for products.

**THE METROPOLITAN MUSEUM OF ART - Digital Media Intern** (7/2013 – 8/2013)

I edited thumbnail images for the museum's new audio guide interface, and verified and organized content from 10+ audio guide tours with 100+ tour stops. At the end of the programs, the interns were divided into groups and each intern was responsible for creating and leading a gallery discussion.

## Favorite Projects

Amino Instagram Rebrand (2017)    "Select" Beer Branding (2017)  
FEED Magazine (2017)    *Of Mice and Men* Redesign (2017)  
Homecoming (2017)    Skin Deep (2016)  
Zàijìàn (See You Later) (2016)

## Skills

Graphic design, illustration, social media, branding, print and book design, digital art, animation, web design, photo-editing and retouching, photography, videography

## Tools

Photoshop, Illustrator, InDesign, HTML, CSS, JavaScript, Premiere, Audition, Arduino, Processing, Keynote, InVision

## Links

**LinkedIn**    /alexandraling  
**GitHub**    /aswling  
**Instagram**    @aswling  
**Twitter**    @aswling