

Alex Ling

aswling.com
alexswling@gmail.com
(908) 399-5353

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; Motion Graphics Studio; User Experience Design; Arts Marketing; Creative Computing; Contemporary Visual Culture and the Politics of Images; Media, Technology, and Society; Communications Lab; 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. During the lab section, I teach students design tools and concepts to help them create their semester-long magazine projects.

AMINO APPS - Design Intern (1/2017 – 8/2017, 2/2018 – Present)

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 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)

FEED Magazine (2017)

Homecoming (2017)

Zàijiàn (See You Later) (2016)

"Select" Beer Branding (2017)

Of Mice and Men Redesign (2017)

Skin Deep (2016)

Links

LinkedIn [/alexandraling](http://alexandraling)

Instagram [@aswling](https://www.instagram.com/aswling)

Vimeo [/aswling](https://vimeo.com/aswling)

GitHub [/aswling](https://github.com/aswling)