ALEX LING

aswling.com
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Experience

AMINO / Associate Art Director (6/2018 - present)
Worked on the Brand team designing marketing materials, monetized goods, and assets for on-network events. Led art direction for products including digital stickers, chat bubbles, and profile frames. Helped overhaul animated Google and Facebook ad templates. Worked with designers to define Amino brand identity and implement rebrand. Partnered with Growth to create stickers, presentations, and templates for licensees and marketing partners. Responsible for Design's file structure reorganization and revising project management process.

NYU GALLATIN / Graphic Designer & Teaching Assistant (9/2017 - 5/2018)
Designer of *The Literacy Review* Volume 16 (published May 2018). Responsible for design and layout of the entire issue and its marketing content (signage, flyers, posters). Served as Teaching Assistant for the class, *Creating a Magazine: A Multimedia Approach*, for the Spring 2018 semester. Taught students design tools and concepts to help them create their semester-long magazine projects.

AMINO / Design Intern (1/2017 - 8/2017)
Supported the visual rebrand of Amino's Instagram, which helped grow its following from 400K+ to 700K+ in three months. Assisted the Brand team create a cohesive visual identity across all Amino platforms. Designed and illustrated chat bubbles and sticker packs, icons and feature graphics, animations, and photo-edited user content.

SCHOLASTIC / Art Department Administrative Assistant (2/2015 - 6/2015)
Ensured efficient office organization with invoice and record-keeping, editing contracts, and ordering product samples from Scholastic's warehouse. Assisted the art department with image research, assembling prototypes, and creating "child-like" drawings and handwriting for products.

Education

NEW YORK UNIVERSITY / Gallatin School of Individualized Study (2014 -2018)
Honors: Magna cum laude (3.854/4.0); University Honors Scholar; Emerging Leader Award Receipient
Major: Individualized Study in visual design, art history, and marketing
Minor: Business of Entertainment, Media, and Technology at the Stern School of Business
Curriculum: Design Studio; Motion Graphics Studio; User Experience Design; Arts Marketing; Creative Computing; Communications Lab; Digital Media Theory and Practice

Skills
Graphic design, illustration, motion design, editorial and book design, web design, digital art, photography, physical computing

Tools
Illustrator, Photoshop, InDesign, After Effects, Keynote, Sketch, HTML/CSS, InVision, Arduino

Links
LinkedIn	/alexandraling
Instagram	@aswling
Vimeo	/aswling
GitHub	/aswling
Pinterest	@aswling