ALEX LING

aswling.com
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work

AMINO / Associate Art Director
june 2018 - present

I designed marketing materials, digital goods (stickers, chat bubbles, profile frames), and assets for on-network campaigns. I also helped refreshed ad creative templates for Facebook, Instagram, Google, and Snapchat. I collaborated with the Growth team to create stickers and external-facing templates, and assisted the Product Marketing Manager in researching and managing digital goods artists. I spearheaded the Brand team's file structure reorganization and revised our project management process.

NEW YORK UNIVERSITY / Graphic Designer & Teaching Assistant
september 2017 - may 2018

I worked closely with the editorial team to lead art direction and design of *The Literacy Review* Volume 16 (published May 2018). As a Teaching Assistant, I taught design tools to students in *Creating a Magazine: A Multimedia Approach* to help them with their semester-long project.

AMINO / Design Intern
january 2017 - august 2017

I assisted the Associate Art Director with the visual rebrand of Amino's Instagram, which helped grow its following from 400K+ to 700K+ in three months. I designed and illustrated chat bubbles and sticker packs, created animated GIFs for on-network campaigns, and photo-edited user content.

SCHOLASTIC / Art Department Administrative Assistant
february 2015 - june 2015

I was responsible for ensuring efficient office organization with invoice and record-keeping, editing contracts, and ordering product samples. I assisted the art department with image research, assembling prototypes, and creating "child-like" handwriting for products.

education

NEW YORK UNIVERSITY / Gallatin School of Individualized Study
september 2014 - may 2018

B.A. in Individualized Study in visual design, art history, and marketing
Minor: Business of Entertainment, Media, and Technology
Honors: *magna cum laude* (3.854/4.0), University Honors Scholar, Emerging Leader Award Receipient

skills   Graphic design, illustration, motion design, print design, digital design, typography

tools   Illustrator, Photoshop, After Effects, InDesign, Keynote, Sketch, HTML, CSS, Arduino