

caroline song

carolinesong.com
csong778@gmail.com
(571) 499 0323

education

Carnegie Mellon University
August 2018–May 2022
GPA: 3.57/4

Bachelor of Design, Communications Design
Professional Writing Minor
Dean's List: Fall 2019

experience

Digital Design Intern
TH Experiential
August 2020–Present

Design wireframes/prototypes, brainstorm concepts, and create 2D graphics/animations that turn into full-scale digital experiences for 20+ clients such as Benefit Cosmetics, Carrie Underwood, and McDonald's.

Graphic Design Intern
Cadence
August 2020–Present

Design web content + email campaign ads aimed to enhance the customer experience. Assist their website prototyping through ecommerce optimization. Execute conceptual photoshoots to further highlight their product.

Print Designer
Lunar Gala
August 2020–Present

Develop the visual brand identity for the largest fashion show in Pittsburgh through print and digital projects. Collaborate with 5 print team members, and the greater creative team to advertise, recruit, and enhance the show.

Logo + Branding Designer
CyLab Security & Privacy Institute
January 2020–May 2020

Designed the official logo for their initiative, the Internet of Things (IoT), to be displayed on the website, as well as their merchandise. Developed the visual identity of IoT while in consistent communication with project managers.

Social Media + Design Intern
Capitol Hill Arts Workshop
July 2017–August 2018

Collaborated with copy writers and project managers in the process of designing advertisements, promotional posters, and weekly newsletters. Managed their social media presence in curating and developing content daily.

skills

Adobe Creative Suite
Sketch/Figma/Adobe XD
Javascript/p5js
HTML5/CSS3
Invision

DSLR Photography
Wireframing
Motion Graphics
Branding
User Research

Illustration
Systems Thinking
Typography + Color
Interpersonal Skills
Writing