caroline song

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education

Carnegie Mellon University
Aug 2018–May 2022
GPA: 3.64/4

Bachelor of Design, Communication Design
Professional Writing Minor
Dean's List: Fall 2019, Fall 2020

experience

UX Design Intern
RingCentral
Feb 2021–Apr 2021

Build interactive prototypes for both storytelling and dev handoff, with close detail as to how the designs function. Work with Design Team to create production assets and artifacts for web and software application.

Digital Design Intern
TH Experiential
Aug 2020–Dec 2020

Created information architecture diagrams, wireframes, and screen flows to fulfill business, brand, and user needs. Designed full-scale digital experiences for 20+ clients including Revlon, Carrie Underwood, and McDonald's.

Graphic Design Intern
Cadence
Aug 2020–Nov 2020

Designed web content + email campaign ads aimed to enhance the customer experience. Assisted in ecommerce optimization through communicating conceptual ideas and design rationale with web developers and engineers.

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

Designed the official logo for their initiative, the Internet of Things (IoT), considering layout, typography, and visual hierarchy to do so. Presented cohesive design approaches to business and product management teams weekly.

Social Media + Design Intern
Capitol Hill Arts Workshop
Jul 2017–Aug 2018

Collaborated with cross-functional teams such as copy writers and project managers in the process of designing ads and weekly newsletters. Managed their social media presence under strict deadlines with little supervision.

skills

Sketch/Figma/Invision
HTML5/CSS3
Adobe Creative Suite (Ai, Ps, Ae, In, XD, Au)

Javascript/p5.js
Wireframing
Motion Graphics
User Research

Illustration
Brand Strategy
Typography + Color
Writing