# caroline song

carolinesong.com
chsong@andrew.cmu.edu
(571) 499 0323

education

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

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

experience

**UX Prototyper Intern**
RingCentral
Starting Feb 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 mobile and desktop application.

**Digital Design Intern**
TH Experiential
Aug 2020–Dec 2020

Designed wireframes/prototypes, brainstormed concepts, and created 2D graphics and animations that turned into full-scale digital experiences for 20+ clients such as 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 their website prototyping through ecommerce optimization. Executed conceptual photoshoots to further highlight their product.

**Logo + Branding Designer**
CyLab Security & Privacy Institute
Jan 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
Jul 2017–Aug 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

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

Javascript/p5.js
Wireframing
Motion Graphics
User Experience Design

Illustration
Brand Strategy
Typography + Color
Writing