

# caroline song

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## 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

**Logo & Branding Designer**  
CyLab Security & Privacy Institute  
January 2020–Present

Designing 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 and Design Intern**  
Capitol Hill Arts Workshop  
July 2017–August 2018

Collaborated with content 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.

**Data Visualization Designer**  
Georgetown University  
May 2018–July 2018

Created graphics visualizing Ecuador's child malnutrition data in a clear visual style. Incorporated into a policy research paper that was later presented to the government of Ecuador.

**Co-Head Visual Designer**  
The Tartan Literary Magazine  
September 2017–March 2018

Managed a team of 30 people in designing a visual identity carried through the magazine through layouts, typography, and graphics. Developed strong relationships between various content teams in collaboration.

## projects

**UI/UX/Design Researcher**  
CoTransit  
October 2019–March 2020

Conducted various research methods regarding the emotional frameworks people have regarding the public transportation system. Worked with 3 other designers to develop an app extension that allows users to make the best transportation decisions.

## skills

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

Invision  
DSLR Photography  
Wireframing  
Motion Graphics

Branding  
User Research  
Illustration  
Systems Thinking