

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

**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