

caroline song

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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, Fall 2020

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