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

Creating 2D/3D graphics and animations for 20+ clients such as BBC, Bayer, Kimberly-Clark, and McDonald's. Designing wireframes and prototypes, brainstorming concepts that turn into full-scale digital experiences.

Graphic Design Intern
Cadence
August 2020–Present

Designing web content + email campaign ads while interpreting their brand identity. Assisting their website prototyping through ecommerce optimization. Executing conceptual photoshoots to further highlight their product.

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 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.

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