

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

Led a team of 30 people in designing a visual identity that would be 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