JOYCE TSENG

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PROFESSIONAL EXPERIENCE

Senior Designer, CNN (Multiple cities), July 2016–Present

» Design lead for visual storytelling, editorial graphics, social media, Politics app graphics, and data visualization for web and mobile. Invovled on daily and enterprise editorial design work in a fast-paced breaking news environment

» Influenced changes to Politics homepage layout, CMS elements, and advocate for Editorial content in Product work

» Pro-actively led art direction for CNN's Election 2016 and post-election digital editorial styles. Involved in the emerging styles and direction of Politics brand. Created CNN Politics brand styleguide.

» Established image and assets library, templates, documentation for the design team.

» Adobe CC, Sketch, HTML/CSS, Javascript, Bootstrap-based CMS. Contract to FTE via Aquent.

Digital Designer, The Washington Post (District of Columbia), May 2015–July 2016

» Won two national design awards after in seat for less than one year: 2016 Platinum Winner in Infographics and 2015 Gold Winner in Web Graphics.

» Design responsibilities include pre-sale and post-sale collateral focused on mobile and web design such as: mockups, ad units, custom-content/native advertising campaigns (infographics, articles, microsites), presentation design, and event materials with print collateral as needed.

» Handle quick turnarounds in a fast-paced environment. Work closely with developers, editors, and account managers.

Designer, CEB/Gartner (Arlington, Va.), Sept 2013–May 2015

» Successfully project managed two major projects after in seat for less than one year. Design responsibilities include creation of print and digital presentation materials, marketing collateral, interpret data for data visualizations, web and print advertisements, invitations, conference materials, research reports.

» Maintain a high degree of quality control through self-proofing, reviewing pre-press proofs, and adhering to brand standards. Strong understanding of print production and vendor processes.

Graphic Design Intern, Habitat for Humanity International (Americus, Ga.), Sept 2012–Feb 2013

» Designed conference materials, marketing collateral, annual reports, and apparel for English and Spanish programs. Met and exceeded deadlines with minimal supervision. Communicated closely with internal clients on vision and aesthetics.

AWARDS

2017 Webby Award Winner for Election 2016 social coverage, Nominee for CNN Politics App
2017 EPPY Award finalist Best News or Event Feature Video with +1M UVs
2016 Edward R. Murrow Award for Presidential Election Social Media
2016 Platinum Winner in Infographics, Hermes Creative Awards
2015 Gold Winner in Web Graphics, AVA Digital Awards

VOLUNTEER EXPERIENCE

Designer, United Nations Online Volunteering Service, 2012–2016

» Collaborate with various non-profits on a project-by-project basis. Clients include United Nation Volunteers Brasil (Brazil), Youth Volunteers Without Frontiers (Ghana), Restore A Child (USA).

EDUCATION

University of Michigan, Taubman College of Architecture & Urban Planning (Ann Arbor, Mich.)
   Bachelor of Science in Architecture, 2011
   Study Abroad Graduate Studio at University of Iceland, Reykjavik, 2010
   American Institute of Architects of Huron Valley Scholarship Award, 2010

SKILLS

Adobe CC (Photoshop, Illustrator, InDesign, Muse, AfterEffects), HTML/CSS, Javascript, Marvel, Sketch, Abstract, Atom, Google Drive, Microsoft Office