




# Natalie So

Digital & communication design

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## ABOUT

- Passionate about creating designs that evoke emotions
- Interested in UI/UX & interaction design, video production & editing, motion graphics, vector graphics
- Loves nature, photography, food and all things skateboarding

## EDUCATION

### Chinese International School (HK)

International Baccalaureate Bilingual Diploma

Significant awards: Communitas Award,

5x Head's Commendation (90% and up)

## EXPERIENCE

### Support! International Foundation      Head of Marketing

June 2019 - Aug 2020

Created a logo rebrand and visual identity modification; develop digital branding material including greeting cards, online promotional materials, annual project report

### XiaoHua Magazine      Director of Design

Aug 2018 - June 2020

Develop CIS' longest running, bilingual, award-winning magazine in Adobe InDesign; lead a team of 15 designers on the biannual publication

### Caraxy      Creative Director Intern

June 2020 - Jul 2020

Assigned with communications design for a campaign; created external marketing assets such as posters, photography and short advertisements

### "Red Rain" Film Production

Storyboard Artist & Graphic Designer

June 2020 - Aug 2020

Developed digital storyboards; worked closely with Art Direction to create set design elements and props; create promotional materials including movie posters and digital content

### A Drop In The Ocean

Graphic Designer

Aug 2019 - June 2020

Branding identity design and logo for new audit initiative counseled by expert consultancy Metanoia; created data visualization materials to increase awareness on environmental campaigns

## SELECTED PROJECTS

### CIS Class of 2021

June 2019

Developed an identity design and official logo; managed, produced and sold over 200+ merchandise items; donated all proceeds to Christina Noble Foundation HK

### Hong Kong Youth Arts Foundation

July 2020

One of 2 selected youth filmmakers chosen to be apart of the first Youth Filmmaker Team to document, edit and promote summer programs

## NOTABLE AWARDS

### Gold Medalist Award

2019 Columbia Scholastic Press Association from Columbia University, New York

### Best Picture, Best Cinematography, Best Editing 1st Runner Up

2020 Rising Phoenix Awards

## SKILLS

### Creative

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Sketch, Final Cut Pro

### Programming

Proficient: Python, Java, Processing

Basic: HTML/CSS

### Languages

Proficient: English, Mandarin, Cantonese

Basic: Japanese