

# Natalie So



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## EDUCATION

**University of Southern California** *Aug 2021 - May 2025*

**Major:** Iovine and Young Academy (B.S in the Arts, Technology, and Business of Innovation)

**Sample Coursework:** Digital Toolbox in Design, Case Studies in Innovation

**Chinese International School (HK)** *Aug 2007 - June 2021*

International Baccalaureate Diploma

**Emphasis:** Film, Economics, Mathematics

**Notable Awards:** Communitas Award, 6x Head's Commendation (90% and above on grades)

## EXPERIENCE

**Hong Kong Youth Arts Foundation** *Aug 2020 - Sep 2020*

Production Intern

One of two filmmakers selected to produce a 6-min documentary for their Youth Assistant Choreographer summer programme.

**CARAXY Grown Diamonds** *Jun 2020 - Jul 2020*

Creative Director & Graphic Designer

Enlisted by the company to shoot and edit product stills, 60 and 90 sec video ads for their new campaign.

**"Red Rain" Film Production** *Jun 2020 - Aug 2020*

Storyboard Artist & Graphic Designer

Developed digital storyboards during pre-production and designed the official movie poster and film props.

**MerchantCantos x ImpactHK** *Oct 2020 - Dec 2020*

Creative Intern

Collaborated with local artists around the theme of "The Kindness of Strangers" and raised HK\$62,550 for the homeless community.

**XiaoHua Magazine** *Aug 2019 - Feb 2021*

Director of Design

Designed CIS' longest running, bilingual magazine using Adobe InDesign; lead and mentored a team of 15 younger designers.

**A Drop In The Ocean** *Aug 2018 - June 2020*

Graphic Designer

Mentored by environmental consultant, Metanoia, lead a school-wide audit on our school's carbon footprint and created a series of infographics to advocate for change.

## SAMPLE PROJECTS

**TutorReach** *Feb 2020 - May 2020*

UI/UX Designer

Seminalist from 130 teams; 3-round competition; developed a business plan and pitch deck with suggestions by Columbia Business School faculty.

**Student Arts Executive** *Aug 2019 - Jun 2020*

Co-leader for the media team and produced weekly recap videos for art events at CIS, accumulated 5,900+ views across 12 videos.

## HONORS

**Dean's Scholarship**

Quarter-tuition scholarship awarded to incoming USC students on the basis of academic and extracurricular activity

**2x Gold Medalist Award**

Highest recognition by Columbia Scholastic Press Association for student journalist's digital media publications worldwide

**Best Picture, Best Cinematography, 1st Runner up Best Editing**

2020 Rising Phoenix Film Awards (HK)

## SKILLS

### Creative

UI/UX Design

Branding

Motion Graphics

Data Visualization

### Software

Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, XD

Final Cut Pro

Figma

Fusion 360

### Technical

HTML/CSS

JavaScript

Python

Java

### Languages

English

Mandarin

Cantonese