HYACINTH WENG ✿

DESIGN | CODE | PLAY

ABOUT

Hi! I'm Hyacinth, a designer and creative coder with a passion for creating playful and impactful experiences. I excel in creative problem solving and am an eager learner. I am detail oriented and think in systems, valuing efficiency and communication.

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✿ www.hyacinthweng.com

🔗 linkedin.com/in/hyacinthweng

🔗 github.com/pandahya

SKILLS

Software

InDesign

Figma

Photoshop

Illustrator

Excel

Unity

Code

HTML/CSS

JavaScript

C# (Unity)

EDUCATION

✿ **Parsons School of Design**   Aug 2019 – May 2023

BFA Design & Technology Major, Communication Design Minor
Dean's BFA Scholarship, 3.97 GPA
The New School X IBM 2021 Quantum Design Jam – Honorable Mention in Visual Arts & Design

EXPERIENCE

✿ **E–Commerce Intern**   Jan 2024 – current
@ KISS Products

Managing the brands' TikTok Shop, TikTok Affiliate influencers, and affiliate channels.
Contributions:
 + expanding and refining TikTok Affiliate strategy
+ coordinating DTC launches/campaigns through TikTok Shop to enhance brand presentation & customer experience, driving sales

✿ **Studio Assistant**   Sept – Dec 2023
@ East West Fine Art Studio

Assisting creating public art proposals, website maintenance, and social media management.

Contributions:
 + prepared project proposals and presentation decks, including layout design, creating graphics, and writing

✿ **Website Committee Lead**   Feb – May 2023
@ Parsons School of Design

Designing the website for the Parsons Design & Technology class of 2023 End of Year Thesis show. Responsible for creating development–ready Figma layouts, facilitating student submissions, and organizing content.

Contributions:
 + designed key website pages to effectively communicate visual theme and content
 + led and facilitated communication between and within functional teams

✿ **Art Intern @ AGS**   June – July 2019

Redesigning the interface of an older game, applying Chinese aesthetics and iconography to match target audience interests.