

Tingyu Su

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EDUCATION

**Parsons School of Design
at the New School**
Bachelor of Fine Art' 2020
Communication Design
Merit Scholarship 2016 – 2020

SKILLS & TOOLS

Discipline

Brand Identity
Web & Mobile Design
2D & 3D Motion Graphic
Typeface Design
Photo Art Direction

Software

Figma, Sketch
Cinema 4D
Adobe Creative Suite
Glyphs, FontLab

Programming

HTML, CSS, Javascript
Java, Processing

EXPERIENCE

Rubin Museum of Art

Design Intern

01.2020 – 04.2020 Manhattan, NY, USA

- Took leadership role in conceptualizing and executing e-newsletter and printed advertisements for exhibitions and events;
- Assisted in digital signage creation and photo retouching and editing for website backend.

Jane Smith Agency

Creative Intern

08.2019 – 03.2020 Manhattan, NY, USA

- Created marketing graphic content for 8 fashion and beauty brands;
- Designed email blasts and package design for 2 fashion brands; Assisted on photo research and concept ideation for 6 campaigns and events through fw20 and ss21;
- Assisted social media content planning and creation for 6 brands;
- Supported agency's official website frontend via Wordpress.

Bu Lou Lun Production

Freelance Designer

12.2019 – 02.2020 Remote

- Developed logo and effective identity system through the use of brand storytelling;
- Constructed website with landing page and over 10 project pages and pitch deck template.

Solomon R. Guggenheim Museum

Design Intern

06.2019 – 08.2019 Manhattan, NY, USA

- Lead to design motion graphics pieces for social media, NYC ferry, and email to promote show *Artistic Licenses, Summer Campaign 2019*, and *60th Anniversary*;
- Created over 20 file templates for Individual Giving department seasonal meeting with sponsors;
- Researched on visual brand identity systems and icons for rebrand.

Studio Man-84

Design Intern

01.2018 – 04.2018 Manhattan, NY, USA

- Assisted on pre-launch of *Eau Shit parfum* lines on photoshoot concept ideation, film developing in darkroom, and photo retouching.