

Tingyu Su

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EDUCATION

Parsons School of Design at the New School

Bachelor of Fine Art' 2020

Major: Communication Design

Minor: Creative Coding

Merit Scholarship 2016 – 2020

ACCOLADES

Exemplary Work

Parsons School of Design

Selected among all BFA' 2020

Communication Design students

to be featured on website

05.2020

SKILLS & TOOLS

Disciplines

Visual Design

Art Direction

Brand Identity

Motion Graphics

Typeface Design

Design Softwares

Figma, Sketch

Adobe Creative Suite

Glyphs, FontLab

Cinema 4D

Programming

HTML, CSS, Javascript

Processing, Java

Other

Keynote, Microsoft

WordPress, Shopify, Salesforce

Klaviyo, Mailchimp

EXPERIENCE

The Museum of Modern Art

Digital Design Manager

04.2021 – present New York

Digital Designer

12.2020 – 03.2021 New York

- Led the digital design of campaigns and content storytelling series with eNewsletter, website, and social media.
- Oversaw the creation of eNewsletters for MoMA Design store and website visual updates for both store.moma.org, and sections on moma.org.
- Led self-initiated projects to extend the existing brand guideline across all platforms and media to reinforce the presence of brand.
- Researched and designed webpages on store.moma.org for product collection features and a better user experience with clearer navigation.

Parisa Wang New York

Lead Graphic Designer

06.2020 – 11.2020 Remote

- Oversaw digital design for both the US market and the Chinese market. Responsibilities for the US market include email campaigns via Klaviyo, paid digital ads, social media content creation, and website UI updates. Responsibilities for the Chinese market include WeChat public account articles, Weibo content, and Xiaohongshu UI design.
- Created fresh primary and secondary typeface treatment and way to use brand colors in motion graphic pieces.
- Redesigned the product package with an on-brand fresh look and coordinated with the factory in manufacturing the package.

Jane Smith Agency

Junior Art Director

09.2020 – 11.2020 Remote

Creative Intern

08.2019 – 03.2020 New York

- Collaborated with creative director, senior art directors, and copywriters on brand identity projects, campaign concept development, shoot bible creation, post production, and new business pitch decks.
- Took the initiative on redesigning the agency website, focusing on user journey and website structure. Further collaborated with a senior art director and a web designer on content strategy.
- Created content for 8 fashion, beauty, and accessory brands including campaign art direction, website design, social media content, and digital design collaterals.

Rubin Museum of Art

Design Intern

01.2020 – 04.2020 New York

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

Solomon R. Guggenheim Museum

Design Intern

06.2019 – 08.2019 New York