

Tingyu Su

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EDUCATION

**Parsons School of Design
at the New School**
09.2016 – 05.2020 BFA
Major: Communication Design
Minors: Fashion Communication
Creative Coding
Merit Scholarship 2016 – 2020

INVOLVEMENT

AIGA Member
12.2019 – present

SKILLS & TOOLS

Discipline

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

Software

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

Programming

HTML, CSS
Javascript
Java, Processing

EXPERIENCE

Freelance Designer

04.2018 – present Remote

- Create visual branding identities, websites, still and motion social media content, presentation decks, books, and posters for art directors, social media strategists, musicians, and independent filmmakers.

Rubin Museum of Art Design Intern

01.2020 – 04.2020 Manhattan, NY, USA

- Assisted in conceptualizing and executing printed and digital projects for exhibition advertising, events, and email usage.

Jane Smith Agency

Creative Intern

08.2019 – 03.2020 Manhattan, NY, USA

- Created marketing graphic content for 8 fashion and beauty brands;
- Assisted on photo research and conceptualizing 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 effective identity system through the use of brand storytelling; Constructed website and pitch deck template.

Solomon R. Guggenheim Museum

Design Intern

06.2019 – 08.2019 Manhattan, NY, USA

- Created motion graphics 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 developing, film developing in darkroom, and photo retouching.