

# Tingyu Su

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with passcode MoMA

## EDUCATION

### Parsons School of Design at the New School

Bachelor of Fine Art' 2020

Major: Communication Design

Minor: Creative Coding

### Merit Scholarship

2016 – 2020 (All semesters)

## 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

Branding

Motion Graphics

Typeface Design

Interaction Design

Print

### Design Software

Adobe Creative Suite

Figma, Sketch, Axure

Glyphs, FontLab

Cinema 4D

### Programming

HTML, CSS, Javascript

Processing, Java

### Other

Keynote, Microsoft

WordPress, Shopify

Klaviyo

## EXPERIENCE

### Parisa Wang New York

#### Digital Designer

06.2020 – present Remote

- Oversaw digital design for both the US market and the Chinese market. Tasks for the US market includes email campaigns via Klaviyo, paid digital advertisements, social media content creation and website UI updates. Tasks for the Chinese market includes WeChat public account articles, Weibo content, and Xiaohongshu UI design.
- Took the leadership role in re-branding package design.

### Jane Smith Agency

#### Junior Art Director

09.2020 – present Remote

#### Junior Designer

06.2020 – 08.2020 Remote

#### Creative Intern

08.2019 – 03.2020 New York

- Took initiative on agency website redesign project, focusing on both user experience design and user interface design;
- Created marketing graphic content for 8 fashion and beauty brands;
- Assisted on photo research and concept ideation for 8 campaigns and events through ss20 and ss21;
- Assisted social media content planning and creation for 6 brands.

### Rubin Museum of Art

#### Design Intern

01.2020 – 04.2020 New York

- Took the 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.

### Bu Lou Lun Production

#### Freelance Designer

12.2019 – 02.2020 Remote

- Developed brand 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 New York

- Led 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 New York,

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