

# 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 (All semesters)

#### Exemplary Work

Selected among all BFA' 2020

Communication Design students

to be featured on website

05.2020

## CONTINUE EDUCATION

### Harvard University via edX Innovating in Health Care

Online Professional Certificate

04.2023 – present

### Harvard University via edX Computer Science for

Artificial Intelligence

Online Professional Certificate

10.2022 – present

### Microsoft China Product Management

Online Certificate

07.2022 – 08.2022

### University of Pennsylvania via edX Intro to Intellectual Property Law

Online Certificate

04.2022 – 08.2022

## SKILLS & TOOLS

### Design Softwares

Figma, Sketch

Adobe Creative Suite

Glyphs, FontLab

Cinema 4D

### Programming

HTML, CSS, Javascript

Processing, Java

C++

## 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 eNewsletters, visual website updates, and social media content creation for MoMA Design Store US, and audited digital design created by Hong Kong, Japan, and German teams.
- Led the user experience design and co-led the identity design of MoMA Design Store Rewards, a loyalty program with more than \$30k in revenue, a 2% participation rate, and a 25% repeat purchase rate weekly.
- Examined existing design system and content strategy across all digital channels with marketing professionals and the art director.
- Onboard and mentor designers on the design system and programming.

### Parisa Wang New York

#### Lead Graphic Designer

06.2020 – 11.2020 New York

- Oversaw enews campaigns, digital ads, social media content creation, and website for the US and Chinese markets and reported directly to the Creative Director.
- Reconstructed and expanded the brand visual system.
- Redesigned the packaging and coordinated the manufacturing process.

### Jane Smith Agency

#### Junior Art Director

05.2020 – 11.2020 New York

#### Creative Intern

08.2019 – 03.2020 New York

- Worked on brand identity, campaign art direction, shoot bibles, social media content, and website design for 8 fashion and beauty brands, with creative director, senior art directors, and copywriters.
- 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.

### Rubin Museum of Art

#### Design Intern

01.2020 – 04.2020 New York

- Assisted with conceptualizing and executing eNewsletter and printed materials for exhibitions and events.

### Solomon R. Guggenheim Museum

#### Design Intern

06.2019 – 08.2019 New York

- Created motion graphics videos for exhibitions, events, social media, and out-of-house advertisement.
- Create a new file template system for Individual Giving level donators.