

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 Graphic Designer

04.2018 – present Remote & Beijing

- 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

Graphic 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 Graphic 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

Graphic 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

Graphic 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.