

# Tingyu Su

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Passcode PWC

## EDUCATION

**Carnegie Mellon University**  
Master of Integrated Innovative  
Products and Services  
08.2023 - 12.2024

**Parsons School of Design  
at the New School**  
Bachelor of Fine Art  
08.2016 - 05.2020  
Major: Communication Design  
Minor: Creative Coding  
**Merit Scholarship**  
2016 - 2020 (All semesters)  
**Exemplary Thesis Work**  
Selected among all BFA' 2020  
Communication Design students

## SKILLS & TOOLS

**Design Softwares**  
Figma, Sketch  
Adobe Creative Suite  
Glyphs, FontLab  
Cinema 4D

**Programming**  
HTML, CSS, Javascript  
React.js  
Processing, Java

**Other**  
Keynote, Microsoft  
WordPress, Shopify, Salesforce

## EXPERIENCE

**The Museum of Modern Art**  
**Digital Design Manager** 04.2021 - 05.2023 New York  
**Digital Designer** 12.2020 - 03.2021 New York

- Oversaw the design of all digital channels including eNewsletters, website, and social media channels of MoMA Design Store.
- Led the user experience design and branding identity design of the new loyalty program, MoMA Design Store Rewards.
- Examined and expanded the brand guideline to new digital use cases and printed materials.
- Built webpages featuring diverse products and campaigns, to provide information and create a seamless user experience.
- Audited designs from international partners from Hong Kong, Japan and Germany, including website, eNewsletters, and social media.

**Parisa Wang New York**  
**Lead Graphic Designer** 06.2020 - 11.2020 Remote

- Oversaw email campaigns, digital ads, social media content creation, and website for both the US market and the Chinese market.
- Reconstructed and expanded the brand visual system with detailed guide-line of primary and secondary typeface treatment and ways to use brand colors in motion graphic pieces.
- Redesigned the packaging and coordinated the manufacture process.

**Jane Smith Agency**  
**Junior Art Director** 09.2020 - 11.2020 New York  
**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

**Solomon R. Guggenheim Museum**  
**Design Intern** 06.2019 - 08.2019 New York