

Tingyu Su

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Passcode PEPSICO

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