

# Tingyu Su

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passcode CMU

## EDUCATION

**Carnegie Mellon University**  
MIIPS 2023-2024  
Master of Integrated Innovation for  
Products & Services

**Parsons School of Design  
at the New School**  
BFA 2016-2020  
Major: Communication Design  
Minor: Creative Coding  
**Merit Scholarship**  
2016 – 2020 (All Semesters)  
**Exemplary Work**  
Selected among all BFA' 2020  
Communication Design graduates

## SKILLS & TOOLS

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

**Programming**  
HTML, CSS, Javascript  
Processing, Java

## 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 guideline 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

- Worked on brand identity projects, campaign concept development, shoot bible creation, post production, and new business pitch decks for eight brands, across the fashion, beauty, and real estate fields with creative directors, 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

- Led the conceptualization and execution of e-newsletters and printed materials for exhibitions and events;
- Assisted in digital signage creation and photo retouching and editing for website backend.

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