

# Tingyu Su

www.sutingyu.com  
hello@sutingyu.com

## EDUCATION

### Parsons School of Design at the New School

Bachelor of Fine Art' 2020

Major: Communication Design

Minor: Creative Coding

*Merit Scholarship* 2016 – 2020

'Exemplary Work' Thesis project

## CONTINUOUS EDUCATION

### Dartmouth

Retail and Omnichannel  
Management

Professional Certificate

04.2022 – present

## SKILLS & TOOLS

### Design Softwares

Figma, Sketch

Adobe Creative Suite

Glyphs, FontLab

Cinema 4D

### Programming

HTML, CSS, Javascript

Processing, Java

### Other

Keynote, Microsoft

WordPress, Shopify, Salesforce

Klaviyo, Mailchimp

## EXPERIENCE

### The Museum of Modern Art

#### Digital Design Manager

04.2021 – present New York

#### Digital Designer

12.2020 – 03.2021 New York

- Led digital design of eNewsletters, website visual updates, and social media channel of MoMA Design Store.
- Expanded the existing brand guideline by uniting the use of color for both the digital and printed materials.
- Designed and built webpages that features diverse product lines and campaigns with the goal to provide information and create a seamless user experience.
- Audited the digital design from international partners from Hong Kong and Japan, 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 Remote

#### Creative Intern

08.2019 – 03.2020 New York

- Worked on brand identity, campaign art direction, shoot bible creation, 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

### Solomon R. Guggenheim Museum

#### Design Intern

06.2019 – 08.2019 New York