

Tingyu Su

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EDUCATION

New York University
Computer Science Bridge Program
Professional Certificate
01.2021 - 06.2021

**Parsons School of Design
at the New School**
Bachelor of Fine Art' 2020
Major: Communication Design
Minor: Creative Coding
Merit Scholarship 2016 – 2020

ACCOLADES

Exemplary Work
Parsons School of Design
Selected among all BFA' 2020
Communication Design students
to be featured on website
05.2020

SKILLS & TOOLS

Disciplines
Visual Design
Art Direction
Brand Identity
Motion Graphics
Typeface Design

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

Programming
HTML, CSS, Javascript
Processing, Java
C++

Other
Keynote, Microsoft
WordPress, Shopify, Salesforce
Klaviyo, Mailchimp

EXPERIENCE

Museum of Modern Art
Digital Designer 12.2020 – present New York

- Lead the design of content storytelling series for festivals and campaigns through eNewsletter, website, and social media.
- Responsible for all email newsletters for MoMA Design store retail department and website visual updates for both store.moma.org, and sections on moma.org.
- Research and redesign webpages on store.moma.org for a better user experience with clearer navigation.

Parisa Wang New York
Graphic Design 06.2020 – 01.2021 Remote

- Oversaw digital design for both the US market and the Chinese market. Responsibilities for the US market include email campaigns via Klaviyo, paid digital ads, social media content creation, and website UI updates. Responsibilities for the Chinese market include WeChat public account articles, Weibo content, and Xiaohongshu UI design.
- Created fresh primary and secondary typeface treatment and way to use brand colors in motion graphic pieces.
- Redesigned the product package with an on-brand fresh look and coordinated with the factory in manufacturing the package.

Jane Smith Agency
Junior Art Director 09.2020 – 11.2020 Remote
Junior Designer 06.2020 – 08.2020 Remote
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

- Took the leadership role in conceptualizing and executing e-newsletter and printed materials for exhibitions and events;
- Assisted in digital signage creation and photo retouching and editing for website backend.

Bu Lou Lun Production
Freelance Designer 12.2019 – 02.2020 Remote

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

Studio Man-84
Design Intern 01.2018 – 04.2018 New York,