

Tingyu Su

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EDUCATION

Parsons School of Design at the New School

Bachelor of Fine Art' 2020
Major: Communication Design
Minor: Creative Coding
Merit Scholarship
2016 – 2020 (All semesters)

HarvardX's Computer Science for Web Programming Professional Certificate On-going 2020

New York University CS Bridge Program Incoming 01.2021 - 07.2021

ACCOLADES

Exemplary Work

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

SKILLS & TOOLS

Software

Adobe Creative Suite
Keynote, Microsoft
WordPress, Shopify
Figma, Sketch, Axure
Glyphs, FontLab
Cinema 4D

Programming

HTML, CSS
Javascript
Processing, Java

EXPERIENCE

Parisa Wang New York

Digital Designer

06.2020 – present Remote

- Took a leadership role in the construction of 4 email campaigns and 5 email templates via Klaviyo;
- Created content for social channels including 3 sets of Instagram stories, 3 WeChat public account articles, and posts on Weibo and Xiaohongshu.

Jane Smith Agency

Junior Brand/UIUX Designer Creative Intern

06.2020 – present Remote

08.2019 – 03.2020 New York

- Created marketing graphic content for 8 fashion and beauty brands;
- Designed email blasts and package design for 2 fashion brands;
- Assisted on photo research and concept ideation for 6 campaigns and events through fw20 and ss21;
- Assisted social media content planning and creation for 6 brands;
- Supported agency's official website frontend via Wordpress.

Rubin Museum of Art

Design Intern

01.2020 – 04.2020 New York

- Took a leadership role in conceptualizing and executing e-newsletter and printed advertisements 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

- Developed logo and effective identity system through the use of brand storytelling;
- Constructed website with landing page and over 10 project pages and pitch deck template.

Solomon R. Guggenheim Museum

Design Intern

06.2019 – 08.2019 New York

- Lead to design motion graphics pieces for social media, NYC ferry, and email to promote show *Artistic Licenses, Summer Campaign 2019*, and *60th Anniversary*;
- Created over 20 file templates for Individual Giving department seasonal meeting with sponsors;
- Researched on visual brand identity systems and icons for rebrand.

Studio Man-84

Design Intern

01.2018 – 04.2018 New York,

- Assisted on pre-launch of *Eau Shit parfum* lines on photoshoot concept ideation, film developing in darkroom, and photo retouching.