

# Tingyu Su

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## EDUCATION

### Parsons School of Design at the New School

09.2016 - 05.2020 BFA

Major: Communication Design

Minors: Fashion Communication

Creative Coding

Merit Scholarship 2016 - 2020

## INVOLVEMENT

AIGA Member

12.2019 - present

## SKILLS & TOOLS

### Discipline

Brand Identity

2D & 3D Motion Graphic

Web & Mobile Design

Typeface Design

Book & Magazine

Photo Art Direction

### Software

Adobe Creative Suite

Cinema 4D

Figma, Sketch

Glyphs, FontLab

### Programming

HTML, CSS

Javascript

Java, Processing

## EXPERIENCE

### Freelance Graphic Designer

04.2018 - present Remote & Beijing

- Create visual branding identities, websites, still and motion social media content, presentation decks, books, and posters for art directors, social media strategists, musicians, and independent filmmakers.

### Rubin Museum of Art Graphic Design Intern

01.2020 - 04.2020 Manhattan, NY, USA

- Assisted in conceptualizing and executing printed and digital projects for exhibition advertising, events, and email usage.

### Jane Smith Agency

#### Creative Intern

08.2019 - 03.2020 Manhattan, NY, USA

- Created marketing graphic content for 8 fashion and beauty brands;
- Assisted on photo research and conceptualizing 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.

### Bu Lou Lun Production

#### Freelance Graphic Designer

12.2019 - 02.2020 Remote

- Developed effective identity system through the use of brand storytelling;
- Constructed website and pitch deck template.

### Solomon R. Guggenheim Museum

#### Graphic Design Intern

06.2019 - 08.2019 Manhattan, NY, USA

- Created motion graphics for social media, NYC ferry, and email to promote *Artistic Licenses* exhibition, *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

#### Graphic Design Intern

01.2018 - 04.2018 Manhattan, NY, USA

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