

CINDY SUNG

CONTACT

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Cindysung.com

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SKILLS

- Adobe suite (lr,ps,ai,id)
- Photography
- Social media strategy
- (Instagram, Twitter,Facebook, LinkedIn)
- User Research
- Prototyping
- Wireframing
- User Centered Design

EDUCATION

New York City College of
Technology

Bachelor of Fine Arts in
Communication Design

Expected Graduation:

June 2021

LANGUAGES

- English
- Chinese

EXPERIENCE

UX/UI & CREATIVE INTERN

Waave | Aug 2020 - Oct 2020

- Created and developed promotional material for print, web, email, and social media.
- Illustrated the future user journey and designed user interface
- Wireframed with pen and paper and designed on Adobe XD

DIGITAL MARKETING INTERN

Social Buffs | Oct 2018 - Jun 2019

- Designed and photographed marketing materials and promotions on an ongoing basis.
- Coordinated with vendors to develop supporting materials for campaigns.
- Performed in-depth competitor reviews to check competitor activities with ad placement, keyword use, placement bids and landing pages.

CREATIVE INTERN

Fatboy | Jun 2018 - Oct 2018

- Designed and implemented social media strategy to align with business goals.
- Utilized social media analytics tools such as Hootsuite, Iconosquare and Google Analytics to track consumer engagement and draw conclusions about user data.
- Researched audience preferences and discover current trends.

RELEVANT COURSEWORK

NYCCT | communication design

- Communication Design II - Learned to conceptualize, develop copy, art direct, and pitch ideas in teams across various media channels.
- Typographic Design - Gained knowledge of layouts and formats, building technical and practical fluency in setting and working with type for both print and screen.
- Copywriting for Creatives - Developed advertising strategies, campaign proposals, and creative for two ad campaigns.