

ALEX LING

aswling.com
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work

AMINO / Associate Art Director

June 2018 - present

I designed marketing materials, digital goods (stickers, chat bubbles, profile frames), and assets for on-network campaigns. I also helped refresh ad creative templates for Facebook, Instagram, Google, and Snapchat. I collaborated with the Growth team to create stickers and external-facing templates, and assisted the Product Marketing Manager in researching and managing artists to create digital goods. I led the Brand team's file structure reorganization and revised our project management process.

NEW YORK UNIVERSITY / Graphic Designer & Teaching Assistant

September 2017 - May 2018

I worked closely with the editorial team to art direct and design *The Literacy Review* Volume 16 (published May 2018). As a Teaching Assistant, I worked with students in the arts workshop, *Creating a Magazine: A Multimedia Approach*. I was responsible for teaching students design tools and giving critical feedback on their projects.

AMINO / Design Intern

January 2017 - August 2017

I assisted the Associate Art Director with the visual rebrand of Amino's Instagram, which helped grow its following from 400K+ to 700K+ in three months. I designed and illustrated chat bubbles and sticker packs, created animated GIFs for on-network campaigns, and photo-edited user content.

SCHOLASTIC / Art Department Administrative Assistant

February 2015 - June 2015

I was responsible for ensuring efficient office organization with invoice and record-keeping, editing contracts, and ordering product samples. I assisted the art department with image research, assembling prototypes, and creating "child-like" handwriting for products.

education

NEW YORK UNIVERSITY / Gallatin School of Individualized Study

September 2014 - May 2018

B.A. in Individualized Study in visual design, art history, and marketing

Minor: Business of Entertainment, Media, and Technology

Honors: *magna cum laude* (3.854/4.0), University Honors Scholar, Emerging Leader Award Recipient

skills

Graphic design, illustration, motion design, digital design, typography, print design

tools

Illustrator, Photoshop, After Effects, InDesign, Keynote, Sketch, HTML, CSS, Arduino