

ALEX LING

aswling.com
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work

ETSY

Brand Designer / november 2021 - present

Designer on the Brand Experiences squad within the Brand Design team. Responsibilities include spearheading below-the-line (BTL) advertising campaigns, supporting CRM and email design, and creating motion graphics. I regularly work closely with Product, Product Marketing, and Engineering to support branding for product marketing launches, leading design for onsite and in-product moments (e.g. Seller Year in Review), and illustrating and animating icons and product components.

SPCSHP (BIG SPACESHIP)

Designer / february 2021 - october 2021

Associate Designer / april 2019 - february 2021

Brands I've worked on include Google, Starbucks, Chase, Roku, JetBlue, Sony, and the International Rescue Committee. Responsibilities include graphic design, illustration, motion graphics, compositions, storyboards, concepting, content creation, post-production (video and photo-editing), deck design, and banner ads. Manage and oversee the Design Intern and Associate Designer by providing design feedback and managing project deadlines.

AMINO

Associate Art Director / june 2018 - april 2019

Designed marketing materials, digital goods (stickers, chat bubbles, profile frames), and on-network campaign assets. Helped redesign ad templates for Facebook, Instagram, Google, and Snapchat. Worked with the Growth team to create banner ads and illustrate influencer partner sticker packs. Assisted the Product Marketing Manager in researching and art directing freelance illustrators. 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

education

NEW YORK UNIVERSITY / Gallatin School of Individualized Study

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, brand systems, motion design, art direction, social media

tools

Illustrator, After Effects, Figma, Photoshop, InDesign, HTML, CSS