



CYNTHIALU

DESIGNER.

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EXPERIENCE.

FREELANCE DESIGNER @SAINTS NEW YORK

JULY 2017 - CURRENT

Logo Design / UI UX Design / Presentation Design

Articulating designs and collaborating directly with clients to create creative solutions that meet business goals.

FREELANCE DESIGNER @AD HOC INDUSTRIES

APRIL 2014 - CURRENT

Marketing Strategy / Art Direction / Branding /
Graphic Design / Illustration

Working closely with the founder to carefully craft visual stories. Primarily serving as the lead designer on BostonBRT, a city wide public transportation initiative which we branded and designed digital and print ads and materials for.

UI/UX DESIGNER @Y MEDIA LABS

August 2016 - March 2017

Wire Frames / Visual Designs / Animation

Played a key role in designing iOS and responsive web designs from ideation to high-quality visual designs.

Presented and collaborated directly with clients. Worked with cross-functional teams of project managers, developers, and QA.

DESIGN INTERN @YOSHIRT

JUNE 2015 - AUGUST 2015

Web Design / Social Media Ads / Email / Graphic Design

Worked autonomously to deliver designs in a fast paced startup environment.

DESIGN INTERN

@ATLANTA INTERNATIONAL FASHION WEEK

NOVEMBER 2013 - APRIL 2014

Wordpress Website / Logo Design / Graphic Design

Took initiative in developing new branding that elevated brand image and served as a guide for subsequent years.

SOFTWARE.

Sketch, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe After Effects, Principle, Invision, Zeplin, Keynote

EDUCATION.

SAVANNAH COLLEGE OF ART AND DESIGN ATLANTA, GEORGIA

SEPTEMBER 2012 - JUNE 2016

SCAD Hong Kong study abroad Fall 2016

Bachelor of Fine Arts in Advertising

Minor in Mobile & Interactive Design

GPA: 3.91

SKILLS.

ADVERTISING

Branding, creative strategy, art direction, integrated campaigns, social media, copywriting, and digital/ print ads.

DESIGN

UI/ UX design (iOS, responsive web, Android), logo design, vector illustration, and print/ digital layouts and graphics.

AWARDS.

LAN KWAI FONG COMPETITION

2015 - 2ND PLACE AWARD

Created a brand awareness campaign for Hong Kong's Lan Kwai Fong district.

SCAD GENERATE CHALLENGE

2013 - 1ST PLACE AWARD

Winner in the category of "innovation." Designed four street banners for Atlanta Midtown Alliance in a 24 hour deadline.

SCAD BEYOND THE DOT COMPETITION

2013 - 1ST PLACE AWARD

Winner in the category of "representational drawing" for self-portrait in chalk pastel.