



# PAMELA TSENG

Graphic Designer & Illustrator

## SOFTWARE & CMS

Photoshop	★★★★★
Illustrator	★★★★★
Indesign	★★★★★
After Effects	★★★★☆
Premier Pro	★★★★☆
Audacity	★★★☆☆
Layout Champ	★★★★★
NewsGate	★★★★★
WordPress	★★★★☆

## KNOWLEDGE & SKILLS

Print Design	★★★★★
Illustration	★★★★★
Typography	★★★★★
Infographics	★★★★★
Logo Design	★★★★★
Motion Graphics	★★★★☆
Web Design	★★★☆☆
Being detail-oriented	★★★★★
Meeting deadlines	★★★★★
Collaborating	★★★★★
Communicating	★★★★★
Multitasking	★★★★★
Storyboarding	★★★★★
Proofreading	★★★★☆

 **LOCATION**  
Nashville, TN

 **PORTFOLIO**  
[www.pamelatseng.com](http://www.pamelatseng.com)

## RELEVANT EXPERIENCE

USA TODAY NETWORK-Nashville Design Studio

*Designer III [July '16-Present] & Designer II [June '13-July '16]*

- Designed and illustrated features and special sections for *The Tennessean*, the principal newspaper of Nashville, Tenn., with a daily circulation of about 95,000.
- Maintained production workflow for multiple sections and delivered designs under pressure on tight deadlines.
- Attentively listened to clients to produce designs that met and exceeded their goals and expectations.
- Created animated motion graphics used on *The Tennessean's* social media outlets and garnered over 5,000 views.
- Directed, illustrated and created an original animation for *Treasure Coast News's* Facebook page, which had over 18,000 views. The animation supplemented an investigative story and helped it place as a finalist in the Digital Storytelling category of the USA TODAY NETWORK's Journalism Award in July '17.

*Designer I [May '11-June '13]*

- Designed and illustrated award-winning news, features and special sections for *Florida Today*, a newspaper serving Brevard county with a daily circulation of about 54,000.
- Executed a smooth migration of *Florida Today's* in-house design production to the Nashville design studio by guiding the editors on the usage of CCI, a media content management system, and personally troubleshooting any technical problems they encountered one-on-one.
- Collaborated with clients remotely and turned around concepts quickly while making adjustments based on real-time feedback to achieve high customer satisfaction.

Carolina Union Design Services

*Design Assistant [Jan. '10-May '11] & Design Intern [Jun. '09-Dec. '09]*

- Assisted in the marketing and promotion of the Student Union UCommons renovation project.
- Created unique identity packages, digital and print signage, logos, buttons, brochures and T-shirt designs for on-campus student organizations.

## EDUCATION

University of North Carolina at Chapel Hill ['07-'11]

- Bachelor of Arts in Journalism and Mass Communications-Editing and Graphic Design and minor in Chinese

## AWARDS

July '16

Best Alternative Story Form  
Finalist in the USA TODAY  
NETWORK 2<sup>nd</sup> Quarter  
Journalism Award

July '16

Best Special Section Finalist  
in the USA TODAY NETWORK  
2<sup>nd</sup> Quarter Journalism Award

June '15

Best Section Div. 1  
in the Society for Features  
Journalism Contest

July '14

1<sup>st</sup> place Div. B Page One Design  
in the Florida Society of News  
Editors Journalism Contest

July '14

1<sup>st</sup> and 3<sup>rd</sup> place Div. B Feature  
Page Design in the Florida  
Society of News Editors  
Journalism Contest

July '13

1<sup>st</sup> place Div. B Page One Design  
in the Florida Society of News  
Editors Journalism Contest