



PAMELA TSENG

Graphic Designer & Illustrator

SOFTWARE & CMS

- Photoshop ★★★★★
- Illustrator ★★★★★
- Indesign ★★★★★
- After Effects ★★★★★
- Adobe Animate ★★★★★
- Adobe XD ★★★★★
- Premier Pro ★★★★★
- Audacity ★★★★★
- Layout Champ ★★★★★
- NewsGate ★★★★★
- WordPress ★★★★★

KNOWLEDGE & SKILLS

- Illustration ★★★★★
- Photo Compositing ★★★★★
- Typography ★★★★★
- Print Design ★★★★★
- Infographics ★★★★★
- Logo Design ★★★★★
- Motion Graphics ★★★★★
- 2D Animation ★★★★★
- UI Design ★★★★★
- Web Design ★★★★★
- Being detail-oriented ★★★★★
- Meeting deadlines ★★★★★
- Collaborating ★★★★★
- Communicating ★★★★★
- Multitasking ★★★★★
- Storyboarding ★★★★★

LOCATION

Nashville, TN

PORTFOLIO

www.pamelatseng.com

RELEVANT EXPERIENCE

QuaverMusic.com

Graphic Artist [Sept. '17-Present]

- Created short 2D animations that have educated students about music in over 6,500 schools worldwide.
- Illustrated original vector art, composed clean layouts and designed engaging UI elements for interactive screens.
- Conceptualized new print ad campaign
- Designed eye-catching graphics for email marketing

USA TODAY NETWORK-Nashville Design Studio

Designer I, II & III [May '11-Sept. '17]

- Designed and illustrated award-winning news, features and special sections for *The Tennessean*, the principal newspaper of Nashville, Tenn., with a daily circulation of about 95,000, and *Florida Today*, a newspaper serving Florida's Brevard county with a daily circulation of about 54,000.
- Maintained production workflow for multiple sections and delivered designs under pressure on tight deadlines.
- 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.
- 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 Intern [Jun. '09-Dec. '09] & Design Assistant [Jan. '10-May '11]

- Assisted in the concept development of the Student Union UCommons renovation marketing 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 [Aug. '07-May '11]

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

AWARDS

July '16

Best Alternative Story Form
Finalist in the USA TODAY
NETWORK 2nd Quarter
Journalism Award

July '16

Best Special Section Finalist
in the USA TODAY NETWORK
2nd Quarter Journalism Award

June '15

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

July '14

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

July '14

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

July '13

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