



# PAMELA TSENG

Graphic Designer & Illustrator

## SOFTWARE & CMS

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

## KNOWLEDGE & SKILLS

- Illustration ★★★★★
- Typography ★★★★★
- Print Design ★★★★★
- Infographics ★★★★★
- Logo Design ★★★★★
- Motion Graphics ★★★★★
- Animation ★★★★★
- UX/UI Design ★★★★★
- Web Design ★★★★★
- Being detail-oriented ★★★★★
- Meeting deadlines ★★★★★
- Collaborating ★★★★★
- Communicating ★★★★★
- Multitasking ★★★★★



## CONTACT

Please use contact form on my portfolio site.

## LOCATION

Nashville, TN

## PORTFOLIO

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

## RELEVANT EXPERIENCE

QuaverMusic.com

Lead Interactive Designer [Sept. '19-Present]

Graphic Artist [Sept. '17-Sept. '19]

- Illustrated original vector art and composed clean layouts for online interactive screens that teach children (grade preK-5) about social and emotional learning through music.
- Conceptualized, illustrated, and animated engaging short 2D educational music video animations.
- Designed engaging posters and printed materials that adhere to the QuaverMusic.com brand.
- Created animated GIFs and graphics that promoted QuaverMusic.com content on Facebook and Instagram.
- Guided junior interactive designers on the UX and UI design for their projects.
- Created templates and implemented usage of the Adobe CC Libraries to maintain QuaverMusic.com's standard and brand and increase efficiency in the team.

USA TODAY NETWORK-Nashville Design Studio

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

- Collaborated with clients remotely and produced concepts quickly based on their feedback.
- 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.

## 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 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