



PAMELA TSENG

Interactive and Visual Designer

PROGRAMS & SYSTEMS

Illustrator	★★★★★
Photoshop	★★★★★
Animate	★★★★★
After Effects	★★★★★
Premier Pro	★★★★★
Adobe XD	★★★★★
Figma	★★★★★
InDesign	★★★★★
Asana	★★★★★
WordPress	★★★★★

KNOWLEDGE & SKILLS

Visual & Graphic Design	★★★★★
Illustration & Iconography	★★★★★
Print & Logo Design	★★★★★
Typography	★★★★★
Infographics	★★★★★
Motion Graphics	★★★★★
Animation	★★★★★
Interaction Design	★★★★★
User Interface Design	★★★★★
User Experience Design	★★★★★
Wireframing/Prototyping	★★★★★
Problem-Solving	★★★★★
Being Detail-Oriented	★★★★★
Learning Quickly	★★★★★
Meeting Tight Deadlines	★★★★★

CONTACT

Please use [contact form](#) on my portfolio site.

LOCATION

Nashville, TN

PORTFOLIO

www.pamelatseng.com

RELEVANT EXPERIENCE

QuaverEd

Lead Interactive Designer [Sept. '19 - Present]

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

- Crafted meaningful, educational, and interactive screens for 100+ student lessons, rich with user-friendly microinteractions and original graphics; digital media educated Pre-K to 5th grade students on complex topics related to health, social and emotional learning, and cultural music.
- Championed and implemented design style and UI guide documentation for QuaverEd's online curriculums to maintain product consistency and branding.
- Collaborated and iterated with stakeholders on interactive screens by designing low-fidelity wireframes in the beginning stage to creating high-fidelity prototypes at the final design stage.
- Spearheaded, advocated, and launched usage of templates and Adobe CC Libraries to store assets and components to increase the graphic team's efficiency and accuracy.
- Created animated GIFS and designed engaging posters, printed educational materials, and graphics to promote the QuaverEd brand on various social media outlets.
- Conceptualized, illustrated, and created engaging educational 2D animations.
- Oversaw 4 junior interactive designers and mentored them on their projects to improve product usability and accessibility.

USA TODAY NETWORK: Nashville Design Studio

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

- Designed award-winning news, editorial features, and special sections for *The Tennessean* and *Florida Today*.
- Conceptualized original illustrations and photo compositions in collaboration with remote clients to produce designs and layouts with compelling visual storytelling.
- Maintained production workflow for multiple sections and delivered designs under pressure on tight deadlines.
- Designed and animated motion graphics for *The Tennessean's* social media outlets which garnered over 5,000 views.
- Directed, illustrated, and created an original animation for *Treasure Coast News's* Facebook page, which attracted 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 Specialization

AWARDS

- **Best Alternative Story Form Finalist 2016** - USA TODAY NETWORK / Gannett Journalism Award
- **Best Special Section Finalist 2016** - USA TODAY NETWORK / Gannett Journalism Award
- **Best Section Div. 1 2015** - Society for Features Journalism Contest
- **1st place Div. B Page One Design 2014** - Florida Society of News Editors Journalism Contest
- **1st and 3rd Place Div. B Feature Page Design 2013** - Florida Society of News Editors Journalism Contest
- **1st Place Div. B Page One Design 2013** - Florida Society of News Editors Journalism Contest