

CUI-LYN HUANG

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EDUCATION

Northeastern University

2014-2018 BOSTON, MA

BS in Journalism & Interaction Design

Dean's List, NU Entrepreneurs Club, Spoon University

United World College of Southeast Asia

2001-2014 SINGAPORE

International Baccalaureate Diploma

General Certificate of Secondary Education

Senior Rock Climbing Team, Photographer of the Year

PROFESSIONAL SKILLS

Adobe Creative Suite HTML+CSS

Sketch Invision UX/UI Design

User Testing User Research

Wordpress Copywriting Photography

INTERESTS

Food & Wine Rock climbing

Technology & Gadgets Skincare

Student Entrepreneurship

LANGUAGES

English – *native*

Mandarin – *conversational*

Malay – *conversational*

EXPERIENCE

Studio Designer | Scout Studio

SEPTEMBER 2018-DECEMBER 2018 BOSTON, MA

Create website design, packaging, and brand identity for Blend sunscreen

Execute design process through Agile methodology

Collaborate with fellow student designers and developer

Marketing Assistant | NU College of Computer and Information Science

JUNE 2017-DECEMBER 2018 BOSTON, MA

Design and production of digital and print marketing collateral

Create and implement digital marketing strategy across multiple channels

Assist with event marketing, planning, and execution

Write and edit news articles featuring college students, staff, and faculty

Photography of college events and student headshots

Vice-President, Marketing & Design Lead | NU Entrepreneurs Club

MAY 2017-MAY 2018 BOSTON, MA

Managed and delegated responsibilities across 15+ board members

Led marketing strategies including branding, advertising, and events

Created and executed new marketing campaigns to drive club awareness

Designed new web and print collateral, integrating the existing branding

Introduction of branding identity refresh for six programs

PR & Marketing Co-op | Sense

JUNE-DECEMBER 2016 BOSTON, MA

Developed, tested, and launched targeted e-mail marketing campaigns

Created social media and digital marketing assets

Implemented PR approach and media product review program

Editorial Writer | JFDI.Asia

MARCH 2015-MARCH 2016 SINGAPORE

Wrote and published online articles using HubSpot

Conducted interviews with clients for publication

Compiled content for monthly newsletters

Promoted website content through social media

Food Journalist | Poached Magazine

MAY-DECEMBER 2014 SINGAPORE

Attended media tastings and brand events for review

Reviewed restaurants and wrote articles for publication

Photographed for social media platforms

Photography Intern | LiveStudios

JUNE-JULY 2013 SINGAPORE

Photographed various events (weddings, corporate dinners, etc.)

Managed, organised and transported equipment to events

Distributed photographs to event guests and clients during events

Selected and edited raw images using Adobe Creative Suite