

CAIXI SONG

DIGITAL DESIGNER

caixison@usc.edu

+1 (310) 774 6593

www.caixisong.com

EDUCATION

M.F.A. in Design

University of Southern California
Los Angeles, California, 2020

Winner of the Roski Post-MFA
Design Fellowship, given to one
MFA graduate annually

B.A. in Architecture

University of California, Berkeley
Berkeley, California, 2018

EXPERTISE

Graphic Design

UI/UX Design

Web Design

Communication Design

Design Research

Illustration

TECHNOLOGY

Adobe Creative Suite

HTML5 | CSS

RStudio

Rhinoceros

Google SketchUp

Language

English - professional fluency

Mandarin - native fluency

Reference

Sherin Guirguis, Professor
University of Southern California
sguirgui@usc.edu

Jason Ellenburg, Professor
University of Southern California
jellenbu@usc.edu

Dave Cogan, Creative Director
Innovative Partnerships Group
dcogan@ipg360.com

EXPERIENCE

LECTURER & VISITING SCHOLAR

University of Southern California | Los Angeles, CA

2020 - Present

- Awarded the Roski Post-MFA Design Fellowship, recognizing exceptional content mastery, teaching potential, and communication abilities.
- Developed class schedule, teaching materials, and high-interest student projects.
- Served as the lead instructor of The Design Challenge: Exploring the Design Process, preparing up to 80% of the total classroom content and delivering feedback to students.
- Led Digital Tools for Design course, providing insightful education to a diverse class on topics including design history, concepts, & design thinking.

VISUAL DESIGNER

USC Dornsife College | Los Angeles, CA

2020

- Drove website and branding design efforts for USC's Center for Social and Economic Research.
- Upgraded existing content to align with accessibility-focused website design.
- Designed engaging infographics and built communication assets that present dense academic research as an accessible story.
- Partnered with the Project Director to determine the branding preference of the organization. Utilized the skills of statisticians, research directors, and programmers to develop custom applications and a clean user interface.

TEACHING ASSISTANT

USC Roski School of Art and Design | Los Angeles, CA

2019 - 2020

- Collaborated with seasoned educators in design theory and history to augment course content including assignments and scoring rubrics
- Orchestrated writing workshops focused on the improvement of student writing capabilities.
- Conducted comprehensive analysis of student performance data to measure growth and revise educational programming.

GRAPHIC DESIGN INTERN

Innovative Partnerships Groups | Santa Monica, CA

2019

- Produced immersive infographics, customer reporting, and pitch decks for presentation to companies such as Amazon, PNC Bank, KPMG, and DHL.
- Created social media campaigns to drive talent acquisition strategies.
- Built eye-catching websites and brand identities to compliment organizational images.
- Troubleshot various web development templates and offered high level technical support to the team creative director.

WEB DESIGNER

Sinosure Partners | Palo Alto, CA

2019 - 2020

- Redesigned the organization's branding assets, crafting a modern mobile and desktop web experience that presented the corporate brand and services.