

Vanessa Peng

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EDUCATION

Northeastern University

Boston, MA

BS in Business Administration + Design

September 2020 - May 2024 (*expected*)

GPA: 3.5, *Dean's List*

Herricks High School

New Hyde Park, NY

Regents Diploma w. Advanced Designation

September 2016 - June 2020

GPA: 3.8, *National Honors Society*

COURSEWORK

Typography I & II

Design Process Context/Systems

Color and Composition

Identity and Brand Design

Introduction to Marketing

SKILLS + INTERESTS

Proficient in

- Adobe Suite (Illustrator, InDesign, Photoshop, PremierePro)
- Figma
- Microsoft Office

Interested in

- Photography
- Video Editing

ORGANIZATIONS

NEU Asian Student Union

NEU Chinese Student Association

EXPERIENCE

Downtown Flushing Transit Hub BID • Flushing, NY

Intern | *July 2021 - Present*

- Collaborated with local businesses in community-wide events to promote Downtown Flushing in a post-pandemic world
- Designed various materials including a large-scale window decal featured in the heart of Flushing
- Conducted research on stores to be featured in a comprehensive guidebook to be distributed to residents of Flushing

Tastemakers Music Magazine • Boston, MA

Designer | *January 2021 - Present*

- Designed spreads that were consistent with magazine's strict style guidelines and intense timelines
- Participated and contributed to monthly team critiques

Sanford Printing Inc. • Flushing, NY

Designer | *May 2020 - Present*

- Simultaneously designed various print and digital medias for multiple clients with intense deadlines
- Communicated with sales reps to define client's design direction

NEU Asian American Center • Boston, MA

Intern | *January 2021 - Present*

- Planned and facilitated events to promote the Asian American Center to the community at Northeastern
- Coordinated and emailed biweekly newsletters to over 100 subscribers at Northeastern
- Fulfilled weekly tasks including research on current news related to Asian Americans and writing blogs posts

OPUS Literary Journal • New Hyde Park, NY

Art Director | *September 2018 - June 2020*

- Collaborated to lead a team of 20 to publish annual literary journals
- Awarded Realm First Class Distinction by the National Council of Teachers of English in Excellence in Art and Literary Magazine program for 2020
- Reviewed and facilitated critiques of over 100 art submissions to be featured in the journal
- Designed spreads and promotion materials based on themes

Fo Guang Shan New York • Flushing, NY

Lead Counselor, Administration Team | *July 2016 - May 2021*

- Superintended children ranging 6-14 years and ensured their safety while they were away from home for a week
- Worked and collaborated with other subdivisions to create plans for budget, registration, activities, meals, and transportation
- Designed various print and digital advertising materials, including posters, t-shirts, and booklets