

CONTACT
PAULINELUDESIGNS@GMAIL.COM
WWW.PAULINE-LU.COM

PAULINE LU

SKILLS
Adobe Creative Suite,
Vectorworks, Cinema 4D,
Microsoft Office, Keynote,
iMovie, HTML, CSS, PC & Mac
proficient, Basic Mandarin

EDUCATION
M.A. EXHIBITION DESIGN
NEW YORK, NY, AUGUST 2015
Fashion Institute
of Technology, SUNY
Cumulative GPA: 3.88
B.A. VISUAL ARTS:
ARCHITECTURE CONCENTRATION
BUSINESS ADMINISTRATION MINOR
BRONX, NY, MAY 2012
Fordham University
Cumulative GPA: 3.57

SELECTED WORK EXPERIENCE
GABELLINI SHEPPARD ASSOCIATES | GRAPHIC DESIGNER & IT ASSISTANT
NEW YORK, NY, MARCH 2016 - PRESENT

- Managed company website overhaul by liaising needs to web designers/developers, identifying user experience opportunities, and directing team of 4 in content uploads
- Redesign company's marketing collateral to graphically align with new brand guidelines and website

IMAGINARY MEDIA | PROJECTIONS APPRENTICE
BROOKLYN, NY, MAY 2013 - MARCH 2014 (INTERNSHIP)

- Sourced images, created collages, and edited animation content to be projected onto theatre sets
- Assisted with content creation, projection control board operation, and equipment set up and break down at technical rehearsals, production shoots, and performances

EVAN ALEXANDER DESIGN | DESIGN ASSISTANT
BROOKLYN, NY, OCTOBER 2012 - APRIL 2013 (INTERNSHIP)

- Drafted technical 2D venue floor plans, site maps, and 3D renderings for events for Google, Microsoft, Nespresso, Nickelodeon, and eBay
- Sourced vendors for event decor; created internal decor inventory guide

TH PRODUCTIONS | DESIGN ASSISTANT
NEW YORK, NY, OCTOBER 2012 - FEBRUARY 2013 (INTERNSHIP)

- Researched brand identity and assisted in creating event proposal visuals and copywriting within tight deadlines for Clairol, Lucky Magazine, Forever 21, and Clorox
- Created 2D layouts and renderings to highlight consumer flow and communicate key activations for Western Digital, Good Housekeeping, and Golf Digest

DISTINCTIONS
OFF-BROADWAY DEBUT
NEW YORK, NY, JANUARY 2014

- Co-Projection Designer for *The Loneliness of the Long Distance Runner* at Atlantic Theater Company's Stage 2

JAMES STOREY MEMORIAL AWARD
BRONX, NY, MAY 2012

- Fordham University Visual Arts departmental award presented to one graduating senior

UNDERGRADUATE RESEARCH GRANT
BRONX, NY, DECEMBER 2011

- Won Fordham University \$1500 grant to fully fund projection design thesis project