
RONNA TSANG

Visual Designer

ronna.designs@gmail.com 206.793.8238 <https://ronna.design> <https://www.linkedin.com/in/ronnatsang>

WORK EXPERIENCE

Ernst & Young
Seattle, WA
12.2022-03.2023

Art Director - Visual Designer (Contract)

Partner with the Head of Creative on branding projects for Climate Change and Sustainability Services (CCaSS), implement visual identity in a way that ensures the integrity and consistency of EY's branding. Liaise with cross-functional partners to ensure strategic objectives are met. Lead with creative vision and create elevated creative solutions that function for the business. Create art direction for branded content such as presentations, social, emails, print and digital and event collateral. Responsible for meeting project objectives and deadlines while balancing priorities of multiple projects.

Morgan Stanley
New York, NY
03-09.2022

Graphic Designer

Created pitch book presentations and visual elements for investment banking division while adhered to brand guidelines and global brands' graphic aesthetic and quality. Implemented advanced features such as animations, video/audio and interactivity, using digital, print, motion graphics, web design, artwork, production in order to produce high quality advertisements and brand awareness campaigns.

Discovery, Inc.
New York, NY
10.2019-07.2020

Graphic Designer (Contract)

Supported the Director of Creative Services and Ad Sales Design Team in designing various Ad Sales and Marketing projects and business materials. Conceptualized, designed and delivered print and digital brand designs including presentations, infographics, motions (Keynote/AfterEffects), fundraising advertisements, events, sponsored content, posters and e-blasts. Our coverage: Discovery Channel, Food Network, HGTV, TLC, Animal Planet, MotorTrend, Travel Channel, Oprah Winfrey Network, Science Channel and Cooking Channel.

Endeavor
New York, NY
01.2019-07.2019

Keynote Presentation Designer

Supported all aspects of visual output for Endeavor Analytics and its global marketing network's presentation needs under tight deadlines and quick turnaround times. Translated complex concepts into compelling visual presentations with strong storytelling ability and design perspective. Created pitch materials for new business opportunities across a multitude of clients and industries in entertainment, sports, music, film and fashion. Incorporated motions (Keynote/AfterEffects) into presentations. Our coverage: Tom Brady, Sloane Stephens, Oscar Isaac, Ryan Reynolds, Chrissy Teigen, NBA, USTA, Mika and David Beckham.

RVB Digital
New York, NY
04.2015-12.2018

Visual Designer

Brought clients' narrative and value proposition to life through visual presentations in print and digital, graphic & visual design, motions (Keynote/AfterEffects) and UI designs for web and mobile. Collaborated with designers, developers, product, producers and copywriters to create elevated design solutions in typography, photography, illustration and iconography across multiple delivery channels. Our coverage: Avis, Baccarat, Cartier, The North Face, Norwegian Cruise Line and Sengled.

EDUCATION

Parsons School of Design
New York, NY

AAS in Graphic Design
06.2015—05.2017
Dean's Scholarship

University of Toronto, St. George Campus
Toronto, ON

Honors BA in Economics, East Asian Studies
06.2005—05.2010

London College of Fashion
London, UK

Fashion Product Design, Exchange program
08.2016—12.2016

Google

Google UX Design Professional Certificate
Foundations of User Experience (UX) Design

LANGUAGES

Native —English, Mandarin and Cantonese;
Intermediate —Japanese; and **Beginner** —Korean

INTERESTS

Art and Design, Illustrations, Photography, Fashion Prints, Painting, Sketching, Screenprint, Ceramics, Kayak, Karaoke, Hiking, Yoga, Dancing, Piano

SKILLSET

UI UX —Figma, Sketch, Invision, Principle, Framer, HTML, CSS;
Programs —Photoshop, Illustrator, InDesign, AfterEffects, Premiere, Procreate, Keynote, Google Slides, Microsoft Office