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WWW.PAULINE-LU.COM

# PAULINE LU

## SKILLS

Adobe Creative Suite,  
Vectorworks, Microsoft Office,  
Keynote, iMovie, HTML, CSS,  
PC & Mac proficient, Basic  
Mandarin, Advanced Hokkien

## 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

## CURRENT

### **GENSLER | CONSULTING DESIGN ANALYST (DSD PROGRAM)**

NEW YORK, NY, AUGUST 2017 - PRESENT

- 1 of 12 accepted nationwide into the Design Strategist Development Program – a 2-year on-the-job training program for design strategy and professional development
- Drafted workplace change management move communications to staff, coordinated on-site engagements attended by 100-200 employees, and produced collateral for the change process
- Synthesized qualitative and quantitative data to assist in developing clients' workplace strategies

## SELECTED WORK EXPERIENCE

### **GABELLINI SHEPPARD ASSOCIATES | GRAPHIC DESIGNER & IT ASSISTANT**

NEW YORK, NY, MARCH 2016 - JUNE 2017

- Managed company website overhaul by liaising needs to web designers/developers, identifying user experience opportunities, and directing team of 4 in content uploads

### **IMAGINARY MEDIA ARTISTS | PROJECTIONS APPRENTICE**

BROOKLYN, NY, MAY 2013 - MARCH 2014 (INTERNSHIP)

- Assisted with content creation, projection control board operation, and equipment set up and break down at technical rehearsals, production shoots, and performances

### **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

## 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