

hi@victorsong.me
484 995 8658

VICTOR SONG

SKILLS

Adobe Creative Suite
Ai, Ps, Dw, Id, Ae, Au, XD

Rapid Prototyping
Sketch, Invision, Framer, Figma

Web Development
HTML5, CSS3, Javascript, jQuery

Programming
Python, Ruby, Ruby on Rails

Photography
Portraits, Products, Weddings

English, Chinese

EDUCATION

Carnegie Mellon University | May 2015

- Bachelor in Fine Arts | Communication Design
- Minor in Photography

EXPERIENCE

PNC Bank | Digital Experience Designer | June 2015 - Ongoing

- Redesigned PNC Mobile for Android and iOS from the ground up
- Brought Apple app store rating from 1.9 stars to 4.8 stars
- Develop and maintain the PNC Mobile Style Guide across iOS and android
- Design new features and flows to enhance the PNC Mobile experience
- Revisit shipped flows to keep them current and up to date
- Conduct user research to inform new features and designs
- Make sure PNC is up to date on current design practices
- Communicate across product teams to ensure a universal PNC experience regardless of platform

Automoblox | Web Designer | Summer 2014

- Redesigned Automoblox's website
- Created a new navigation system for the website and product manuals
- Restructured information architecture and set the layout for product manuals

Bearded | Web Design Intern | Summer 2013

- Maintained woodtyperevival.org using Ruby on Rails
- Converted wood typefaces to digital typefaces
- Produced posters using a letterpress

ACTIVITIES

Joyful Noise | Pitch

- Directed an a cappella group

Pi Delta Psi Fraternity Inc. | Fraternity Artist, Historian, Performance Master

- Designed brand identity
- Documented events via photography
- Choreographed dance performances