

Sandra Tsang

Art Director

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Education

The University of Texas at Austin

B.S. Advertising, Minor in Business, Minor in Queer Studies

Experience

Art Director & Designer

Aug 2018 - June 2022

Silk Club - Austin, TX

- Designed 60+ editorial layouts using InDesign for the bi-annual "QUIET!" zine to uplift Asian creatives
- Led cross-committee projects between 40 team members to maintain brand image and social content
- Coordinated events with local BIPOC and LGBTQ+ communities resulting in 300+ attendees annually
- Oversaw website SEO and social media promotions to increase audience reach and engagement

Graphic Designer

Sep 2019 - May 2022

KVRX 91.7 - Austin, TX

- Designed digital and print assets to promote artists and musicians at local shows and festivals such as SXSW
- Hosted and curated 150+ playlists for *Color Story*, a weekly radio show exploring the sounds of color

Communications Intern

Sep 2021 - Dec 2021

Future Front Texas - Austin, TX

- Oversaw Austin FC volunteer program and coordinated staffing for 10+ games to fundraise for micro-grants
- Led production for the East Austin Studio Tour pop-up gallery and print sale using Shopify, raising \$2,000+
- Managed 175+ digital vendor booths and assisted in-person event production for The Front Market
- Produced campaigns empowering local artists using creative storytelling across social and digital platforms

Art Director & Design Intern

Jun 2021 - Aug 2021

Multicultural Advertising Internship Program - Remote

- Selected by social agency Laundry Service LA as a 2021 MAIP Fellow
- Designed Evergreen and Pride social media assets for Amazon Music and Amazon Podcasts
- Developed creative platform, launch moment, and integrated campaign for non-profit Play Like a Girl

Digital Communications Intern

Aug 2019 - Feb 2020

UT Gender and Sexuality Center - Austin, TX

- Created and ran social media marketing plan for the 10 year anniversary event, resulting in 150+ attendees
- Online ambassador for the GSC's Crisis Fund which raised \$13,000+ for women and queer students in need

Editorial Designer

Aug 2018 - Dec 2019

Spark Magazine - Austin, TX

- Collaborated with 8 team members on creative direction for independent fashion photoshoots
- Designed editorial spreads following various themes to create a cohesive visual story for publication

Skills

Software: Google Workspace, Photoshop, Illustrator, InDesign, Premiere Pro, Canva, Wix, Squarespace

Language: Intermediate Mandarin and Cantonese

Social Media: Instagram, Twitter, Facebook, YouTube, TikTok, Pinterest, Vimeo
