

TARYN PENG | New York City | +1 (908) 205-5946 | <http://theskyroad.com/> (password: 1004)

## EDUCATION

### Boston College

- B.A. Applied Psychology and Human Development, Human Resources Concentration; B.A. Communication
- *Dean's List First Honors, Dorman Picklesimer Jr. Outstanding Major Award*

## EXPERIENCE

### The Refinery Creative, Los Angeles (Remote)

*Junior Art Director, July 2021—April 2023*

- Design/concept/build comps + conceptualize photoshoots for key art, billboards/OOH (out-of-home), character sets, and teasers—clients include Netflix, Hulu, Apple, HBO, Amazon Prime, etc.
- Conceptualize photoshoots, create mood boards, research and curate images/references/photographers.
- Sort and pull stock imagery (mainly Shutterstock and Getty Images).
- Format sketches; design logo and title options.
- Create streaming service platform product mock-ups and designs.
- Build decks and organize information for client presentations.

### The Creative Collective NYC, New York City

*Digital Fellow, March 2021—June 2021*

- Design/copywrite creative assets + curate cultural content for social media, newsletters, and communications.
- Promote and help organize CULTURECON—the Biggest Creative Homecoming and fastest growing conference for creatives, entrepreneurs, and young professionals of Color.
- Collaborate and outreach with influencer/celebrity talent, external clients, and sponsors.
  - o Keynote speakers/masterclass workshop features include Michael B. Jordan, Ziwe, Chloe X Halle, Naomi Campbell, Jeannie Mai, and more.
- Assist in creative research projects and administrative duties; strategize in creative brainstorming.

### Independent (Indie-pop!), Los Angeles (Remote)

*Creative Content and Marketing Intern, July 2020—January 2021*

- Curate + source + repurpose footage/information on artistry/music streaming for content campaigns.
- Review publications + pull excerpts to create videos/graphics/GIFs.
- Schedule + post digital content on social media.

### Qingting (Dragonfly) FM, Beijing

*International Development Intern, June 2019—August 2019*

- Research U.S. market channels for Chinese audio media entrance.
- Edit/translate/organize documents + metadata; copywrite audiobook + podcast blurbs/titles for Western expansion.
- Transcribe + cut audio files; help design podcast thumbnail graphics.

### Asian Boss (YouTube channel/currently 3.6+ million subscribers), Seoul

*Video editor and Subtitler, June 2019*

- Sync, cut, and edit raw footage into short-form videos; add music and effects for virality and audience engagement.
- Translate + add English subtitles to Chinese videos for global reach.

## PROJECTS

### “The Living Portrait of NYC” Radical Media for Citizens Bank

*Freelance Location Coordinator and Borough Representative, June 2020*

- Scout locations and translate/communicate for filming permissions.
- Plan call sheet and shoot schedules; create decks for potential locations.
- Exhibition pop-up: [link here](#)

### Walmart

*Freelance Talent, February 2023*

- Appear as talent to promote Walmart product in an Instagram story.

*Freelance Artist, September 2020*

- Design family friendly art to promote Walmart product in TikTok video.
- Appear as on-screen talent.
- Published: [link here](#)