



PAMELA TSENG

Visual & Interactive Designer

KNOWLEDGE & SKILLS

- Illustration
- Iconography
- Game & Interaction Design
- Storyboarding & Pre-Visualization
- Visual Systems & Design Documentation
- Prototyping
- Wireframing
- UI Design
- UX Design
- Motion Graphics
- Animation
- Visual Design & Graphic Design
- Typography
- Infographics
- Print Design
- Logo Design

PROGRAMS

- Illustrator
- Photoshop
- After Effects
- Figma
- Adobe XD
- Animate
- InDesign
- Premiere
- Canva
- WordPress
- Claude
- HTML & CSS

CONTACT

 Please use [contact form](#) in my portfolio

LOCATION

 Nashville, TN

PORTFOLIO

 pamelatseng.com

RELEVANT EXPERIENCE

MIND Education

Senior Visual Interaction Designer [Nov. 2021–June 2026]

- Led visual development of interactive educational math games for K–6th grade students, designing game environments and high-fidelity mockups that helped translate learning objectives into engaging, playable experiences
- Partnered with interactive content designers and engineers to compose detailed visual specs, storyboards, and production-ready asset handoffs for cross-functional implementation
- Drove key visual style improvements across ST Math games, establishing consistency, clarity, and visual hierarchy across student-facing learning experiences
- Illustrated original vector characters, props, and environments that made math content visually engaging while preserving instructional clarity
- Directed production of student-facing printed curriculum materials, owning visual execution and asset organization to meet critical adoption deadlines

QuaverEd

Lead Interactive Designer [Sept. 2019–Oct. 2021]

Graphic Artist [Sept. 2017–Sept. 2019]

- Designed low- and high-fidelity prototypes for interactive learning experiences teaching Pre-K–5th grade students music, health, and social-emotional skills, balancing playful visual design with clear educational outcomes
- Built and documented a design system for QuaverEd’s online curriculum, establishing visual patterns and standards that scaled consistency across a growing content library
- Created reusable templates and Adobe CC Libraries to organize assets and components, increasing production velocity and consistency across the graphic team
- Mentored junior interactive designers, reviewing work for usability and visual clarity to raise overall product quality
- Conceptualized, illustrated, and animated original 2D short-form animations that delivered educational content in an entertaining, story-driven format
- Produced animated graphics and GIFs for social promotion of educational content across multiple platforms

USA TODAY NETWORK: Nashville Design Studio

Designer I, II & III [May 2011–Sept. 2017]

- Illustrated and designed award-winning visual storytelling for *The Tennessean* and *Florida Today*, translating editorial concepts into polished, deadline-driven visuals for large daily audiences
- Directed and illustrated an original animation for *Treasure Coast News*, supporting an investigative story that became a finalist in the USA TODAY NETWORK’s Digital Storytelling journalism awards
- Maintained production workflow across multiple concurrent sections, delivering consistent, high-quality work under tight deadlines
- Created motion graphics for social media that expanded audience engagement and reach

EDUCATION

University of North Carolina at Chapel Hill

[Aug. 2007–May 2011]

- Bachelor of Arts in Journalism and Mass Communications:
Editing and Graphic Design Specialization