



Graphic & Multidisciplinary Designer

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Toronto, ON. Canada

## SKILLS

Graphic Design  
User-centered Research  
Brand Identity  
Visual Design  
Prototyping  
Illustration  
Product Design  
Human-Involved Research  
Designing for Print

## TOOLS

Figma  
Illustrator  
InDesign  
Photoshop  
Acrobat  
After Effects  
HTML/CSS

## LANGUAGES

Fluent in English and  
Cantonese Chinese  
  
Beginner level in American  
Sign Language (ASL)

## EDUCATION

### York University, Toronto

Sept. 2019 - Present

### Honours, Bachelor of Design

Expected graduation April 2023

2019 Entrance Scholarship

## EXPERIENCE

### York University, Athletics & Recreations

Sept. 2022 - Present

### Graphic Design Lead

- Created print and digital promotional materials and social assets to **13,000+ followers** (@YORKULIONS)
- Ensured consistency in the brand guidelines
- Took creative lead on developing visuals for branded events and campaigns, while suggesting and implementing improvements to web assets

Sept. 2021 - Apr. 2022

### Graphic Design & Multi-Media Assistant

- Adjusted and created print and digital marketing assets while supporting the digitization and cataloguing of archival materials
- Collaborated with team to contribute to graphic design and content creation for online presence

### Clearco

May 2022 - Aug. 2022

### Graphic Design Intern

- Created print and digital content/assets, social posts (including Instagram to **44,000+ followers**, LinkedIn, Facebook, Google Ads, etc.)
- Updated existing materials to new brand guidelines
- Researched into developing new brand identity while creating layouts for large promotional campaigns
- Created new and updated existing material (print and digital) for **international launches in Ireland, Australia, and Germany.**

### Design Students' Association

Apr. 2022 - Present

### Mentorship Coordinator

- Reframed and organized the mentorship program
- Worked with the community and marketing team to promote the program
- Hosted and organized regular critique nights while planning mentoring events/socials.

Oct. 2020 - Present

### Design Mentor

- Guided and provided critique to first year students as a mentor
- Mentored in areas of design critiques, Adobe software help, typography, brand identity, and visual communication design.