

Jasmine Wong

Graphic & Multidisciplinary Designer

(647) 783-7583

jasminewdesign@gmail.com

www.jasminewong.design

Toronto, ON, Canada

SKILLS

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

TOOLS

Figma
Illustrator
InDesign
Photoshop
Acrobat
After Effects
HTML/CSS

LANGUAGES

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

CERTIFICATES

Ethical Conduct for
Research Involving Humans
(TCPS 2) - Panel on
Research Ethics
(Issued Feb. 2021)

EDUCATION

York University, Toronto

Sept. 2019 - June 2023

Honours, Bachelor of Design

Dean's Honour Roll
2019 Entrance Scholarship

EXPERIENCE

York University, Athletics & Recreations

Sept. 2022 - May 2023

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 - Apr. 2023

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 - May 2023

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.