

Multi- Disciplinary Graphic Designer

Skills

- Mandarin Chinese
- Basic HTML/CSS
- Sketch, Watercolor, Oil paint
- Digital illustration, Character design
- Photography & photo editing

Proficient Programs

- Illustrator & Photoshop
- Figma & XD
- Adobe Indesign
- Premiere & After Effect
- C4D & Blender

Education

York University

2018 – 2022

York University/Sheridan College Joint Design Program (YSDN)

Bachelor of Design (Honoured)

School of the Arts, Media, Performance & Design

- York University Entrance Scholarship(2018)
- 2020 RGD Student Awards finalist (2020)
- Member of The Association of Registered Graphic Designers of Ontario (RGD Ontario)

Work Experience

SavvyUni/SavvyPro Canada HQ- Part time Graphic Designer (Paid)

2020 – Now

- Designed and produced promotional posters, with 100% usage rate on WeChat Official Accounts.
- Created and revised many graphics / illustrations that were used in various marketing campaigns.
- Participated in the design of flyers, cards and other print materials that were sent out across many university campuses to increase attendance of courses.
- Edited pre-recorded course videos to make them clear and coherent for students that were unable to attend live sessions.

Cyberwork Robotics Internship - Graphic Designer (Volunteer)

2020 – 2021

- Rebranded the company's marketing materials, and gave out suggestions for aesthetic improvements, which were later implemented into their promotions.
- Researched the organization's business, market, and competing products, which created a successful rebrand for the organization.
- Re-designed product brochures, user manual, and pitch-deck power point presentation, that were added to the sales campaigns.

YorkU Chinese Student Development Association | Primary Graphic Designer (Volunteer)

2018 – 2022

- Helped design event posters, powerpoint presentations and other advertisement products that reached out to more students and increased general membership.
- Provided layout ideas and designed graphics for the public wechat account that led to more engagement on each article.
- Filmed and edited content for events, which were uploaded to the association's social media handles.

Freelance Experience (Paid)

2016 – Now

- Experience in designing LOGO/brand identity, album cover, restaurant menus, etc., by actively networking with clients through various platforms, such as WeChat, Instagram, and LinkedIn.
- Maintained consistent and clear communication with clients by providing regular updates, listening to their feedback, and following up on the project after it was completed.
- Experienced in art commission, such as customized profile picture, illustration, concept art/character design, book covers, chibi-style art, and produced merchandise such as pendants, pins and calendars, all created according to the client's needs and requirements.