

My background in design, communications and storytelling empowers me to create impactful, user-centered designs. Working in a disciplined team environment and fast-paced settings gave me the ability to be flexible, communicate efficiently, and handle tight deadlines.

🗄 Work Experience

Junior Graphic Designer - Fit Foods Ltd.

Feb 2022 - Present

Responsible to lead and collaborate on a variety of digital and print design projects from conception to delivery for multiple brands while maintaining brand consistency.

- Helped with everyday design which includes, but is not limited to: web, promotional campaigns, merchandise/gear, digital & print marketing, print production, social media, and motion/video.
- Participated in the creative ideation process, developing new ideas and offering a fresh perspective to enhance preexisting themes and concepts.
- Researched, created mood boards, and conceptualized design visuals inspired by mainstream trends and industry competition to help drive user growth.
- Produced asset breakdowns for deliverables from project briefs while juggling multiple projects & prioritizing them in order to deliver on time to clients & internal departments.

Graphic Design Intern - DarkRoast Design

Jan 2022 - Feb 2022

Accountable to provide support to the lead designers with creative design work for clients.

- Responsible for time management, prioritization, and completion of assigned tasks while creating multiple versions and adapting revisions for the clients approval.
- Developed various print, motion, and web designs for a range of clients following brand guidelines and maintaining brand consistency.
- Created engaging designs for emails, letterheads, social media, websites, and more using Adobe Creative Cloud and Microsoft Office Programs.

Brand Designer & Art Director - Salt

July 2021-Nov 2021

May 2021-July 2021

A surf shop and gym where women can train during the off season and be surrounded by a community of empowered women in a motivating and comfortable environment.

- Utilized my skills in Adobe InDesign and Illustrator to design the brand identity including brand guidelines, brand applications, logo design, and logo guidelines.
- Developed a brand strategy by employing my UX skills and conducting user-centered research and interviews to define my target audience and gather their needs from the brand.
- Sketched the wordmark of the logo and created a custom typeface in Adobe Illustrator to add a unique look and feel to the visual identity of the brand.

Brand Designer & Art Director - 4 Optimizing

Healthy, hand-crafted chocolate desserts that allows athletes to enjoy treats everyday without feeling guilty.

- Directed the visual identity of the brand design, website design, and social media campaign by creating a one-page brand guideline for my team to follow to create a cohesive overall design.
- Led my team and communicated across other departments to ensure a cohesive brand experience and keep all members organized and on schedule while supporting them.
- Created and refined packaging, brand, motion, and graphic designs with conceptual mockups based on feedback from the client and team members.
- Collaborated with multiple stakeholders, including the client, to ensure quality standard was met.

分 Education

- **Digital Design Diploma** Vancouver Film School Jan-Dec 2021
- Stagecraft & Event Technology Diploma 2018-2020 Douglas College

Software Skills



凸 Specialties



Awards

Best Brand Design

Dec 2021 Vancouver Film School

Voted Best Brand Design by my peers for my graduate project, Salt.

Most Supportive Designer Vancouver Film School

Dec 2021

Recognized by my peers for my exceptional support & problem-solving skills.

Interests





