

Alcina Wong

VISUAL DESIGN | UX/UI | MULTIMEDIA

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I'm passionate about thoughtful design and taking on new challenges.

SKILLS

Illustrator / Photoshop / InDesign / Flash / Premiere / Final Cut / Audition / LaTeX / HTML / CSS / Wireframing / Usability testing / Illustration / Writing / Always learning

WORK EXPERIENCE

CENTRE FOR EXTENDED LEARNING

Digital Media Production Assistant / May 2014–April 2015

- Supporting the developers in creating University of Waterloo's online courses as a part of the production team.
- Creating assets such as animations, icons, diagrams, illustrations, layouts, style guides, mockups, and photos, as well as audio/video editing.
- Participating in observation and note-taking during user testing.
- Assisting in mobile testing of course materials.

FEDERATION OF STUDENTS (MARKETING & COMMUNICATIONS)

Graphic Designer (Part-time) / September 2013–April 2014

- Responsible for designing print/web materials, swag, banners, booth items for all businesses, events, and services.
- Able to prioritize projects in a high-demand and fast-paced marketing office.
- Assisting in the development and use of branding guidelines.

SECOND FUNNEL, INC.

User Experience Designer (Co-op) / January 2013–August 2013

- Designing flows, wireframes, and mockups of time-sensitive mobile advertising campaigns for major brands like Samsung and GAP.
- Redesign of a responsive company website, and generating sales materials.
- Development of a new dashboard design for monitoring ad campaigns.

CGI, INC.

Technical Writer (Co-op) / April 2012–August 2012

- Demonstrating ability to review, analyze, and interpret technical data in a way that is easy for non-technical audiences to read and apply within a consolidated client document.

DAVID R. CHERITON SCHOOL OF COMPUTER SCIENCE

Recruitment and Multimedia Associate (Co-op) / September 2011–December 2011

- Directing improvements to electronic recruitment initiatives, such as online video and webcasts.

VOLUNTEERING

Staff Columnist

Imprint Publications / Sep. 2014–Apr. 2015

Assistant Head Designer

Imprint Publications / May–July 2014

Creative Director

UW Entrepreneurship Society / May–Sep. 2013

Graphic Designer

Velocity Garage / Sep. 2012–Apr. 2013

EDUCATION

University of Waterloo

B.A., Honours English & Fine Arts

Digital Media Specialization

Co-operative Education Program

2009–2014

INTERESTS & LEARNING

Reading fiction, 3DS/PC gaming, doodling, JS, Sketch, After Effects, listening to podcasts, design thinking