Alcina Wong

DESIGNER

alcina.wong@gmail.com
(647)776-7269
behance.net/kaitou-al
github.com/AlcinaW
linkedin.com/in/alcinawong

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

TOOLS

Illustrator / Photoshop / InDesign / HTML / CSS / JavaScript / JQuery / SQL / Microsoft Office / Git / Premiere / Wireframing / Usability testing / Illustration / Writing / Always learning

WORK EXPERIENCE

CENTRE FOR EXTENDED LEARNING
Digital Media Production Assistant / May 2014–April 2015
- Working with 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.
- Documentating and reporting results of mobile testing on online courses.

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 creation 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/responsive advertising campaigns for major brands like Samsung and GAP.
- Redesign of responsive company website with Bootstrap/Squarespace, 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

BrainStation Toronto Web Development Immersive
Fall 2015 / Sep.–Nov. 2015

University of Waterloo
B.A., Honours English & Fine Arts
Digital Media Specialization, Co-operative Education
2009–2014

INTERESTS & LEARNING

JS, Sketch, After Effects, podcasts, design thinking