

Haiying Zhang

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EXPERIENCE

Graphic Designer/Creative Lead - Candy Funhouse, Mississauga

JULY 2023 - OCTOBER 2024

- Led and streamlined the design process for new product launches and marketing initiatives by steering creative direction and developing cohesive visual assets across social media, web, print, advertisements, packaging, and promotional flyers.
- Optimized workflows to enhance brand recognition and ensure consistency across all consumer-facing channels.
- Streamlined design review processes, incorporating efficient feedback loops to ensure stakeholder alignment and faster project delivery.
- Supported the marketing team by optimizing large-scale campaign workflows, contributing to strategies that engaged over 500 participants.

Freelance Graphic Designer - Jollying Inc.

MAY - AUGUST 2023

- Created engaging designs for digital and printed marketing materials such as seasonal social media posts, animations, luggage tags, and brochures.
- Captured and retouched high-quality product images that were used as marketing assets for various marketing initiatives.

Graphic Designer - HongMall, Richmond Hill

OCTOBER 2022 - FEBRUARY 2023

- Designed and created assets including promotional banners, posters, mobile web pages, web page templates, animations, and 3D models using the Adobe Creative Suite, Figma, and Cinema 4D while ensuring all of the design elements like typography, composition, and colour palette for all assets adhered to brand guidelines.
- Analyzed data on user behaviour to update the mobile app's user interface, optimizing for a smoother user experience, and providing app usage insights to senior management.

Graphic Design Intern - Tao Graphic Design Studio, Shanghai

APRIL - JULY 2022

- Designed and prototyped several typefaces using Glyphs and Adobe Illustrator, with the final font design featured in a Shanghai public mall.
- Constructed 3D models for the remastered version of *Compendium of Materia Medica* using Cinema 4D and rendered PNG files for print and web publications.

Graphic Design Intern - Toronto Metropolitan University, Toronto

MAY - SEPTEMBER 2021

- Created marketing materials, including illustrations and layouts, while refining file preparation processes to ensure print accuracy.
- Developed a brand identity for the virtual DAM webinar, streamlining logo design workflows to align with tight deadlines.

EDUCATION

B.Tech Graphic Communications Management - Toronto Metropolitan University

SEPTEMBER 2018 - JUNE 2022

SKILLS

Design Software

Adobe Creative Suite, Figma, Canva, Microsoft Office Suite, Procreate, Mailchimp, Cinema 4D, Glyphs

Additional Skills

Typography, Branding, Photography, Illustration, Mock-Ups, Responsive Design

LANGUAGES

Chinese (Cantonese/Mandarin)