

Weini(Frankie) Zhong

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Address: 17 Lanbrooke Ave, Toronto, ON M2R 2C5

Education

Seneca College

Majoring in Interactive Media Design

Tech-savvy Assistant at Seneca Sandbox

Teaching Assistant(Web Development)

Toronto, Canada

Sept. 2022 - May. 2024

Oct. 2022 - Present

May. 2023 - Present

Luxun Academy of Fine Arts

Bachelor of Arts(Dyeing and Weaving Art Design)

Shenyang, China

Sept. 2011 - July. 2015

Relevant Experience

SOUNDASIA Technology Co., Ltd.

Graphic Designer

Shenzhen, China

Sept. 2020 - Aug. 2022

- Specialized in graphic design for a diverse range of products, including but not limited to wall art, cards, greeting cards, bookmarks, and holiday decorations (Christmas, Thanksgiving, Valentine's Day, New Year, St. Patrick's Day).
- Utilized Adobe Photoshop and Illustrator for designing and refining graphics.
- Translated product development's requirements into visually appealing and compliant designs, ensuring they were seamlessly applied to the final products.
- Assisted in the confirmation of product samples, communicating with manufacturers about craftsmanship details, and making design adjustments in terms of size and color. Organized product design drafts and files for easy access.

Led graphic design for diverse products, achieving 50% of them surpassing 1,000 monthly sales, and 30% over 2,000, through excellent communication, adaptability, and problem-solving skills.

DEARKIDS FASHION Co., Ltd.

ANNIL Co., Ltd.

BAIDAI Commerce Co., Ltd.

Fashion Graphic Designer

Shenzhen, China

May. 2019 - Sept. 2020

Jul. 2018 - Jun. 2019

June. 2017 - Apr. 2018

- Analyzed current season fashion trends to develop design concepts and inspirational graphics.
- Create various clothing patterns, including but not limited to textures, prints, and graphic elements.
- Utilized Adobe Creative software (Photoshop and Illustrator) to craft original illustrations and graphics.
- Collaborated closely with fashion designers and product development teams, etc., to ensure patterns coordinate with clothing designs.
- Produced detailed product craft files, including specifications for size, color, materials, and processes.
- Collaborated with the procurement team and factories to ensure the feasibility and cost-effectiveness.
- Produce pattern samples and pattern libraries for use by supply chain and production departments.
- Maintained and organized design and printing documents for easy access and reference.

Technical Expertise

Programming skills: HTML, CSS, JavaScript, Bootstrap, Tailwind, Sass, API integration, and React.

Design Tool & Platforms: Over 5 years of expertise in graphic design with proficiency in Adobe Photoshop and Illustrator. Competent in using Adobe Lightroom, Premiere pro, Adobe Effect, GitHub, Netlify, Wordpress.

Additional

- In 2018, participated in PADI AWARE Foundation's underwater cleaning in the Philippines, collecting survey data on underwater garbage.
- Volunteered at Pride Toronto Street Fair, ensuring booth cleanliness, providing event information, and promoting diversity in June 2023.

Language

English, Chinese, Cantonese

Interests

Photography, video games, hiking, rock climbing, scuba diving