Weini(Frankie) Zhong

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

Education

Seneca College	Toronto, Canada
Majoring in Interactive Media Design	Sept. 2022 - May. 2024
Tech-savvy Assistant at Seneca Sandbox	Oct. 2022 - Present
Teaching Assistant(Web Development I)	May. 2023 - Present
Luxun Academy of Fine Arts	Shenyang, China
Bachelor of Arts(Dyeing and Weaving Art Design)	Sept. 2011 - July. 2015

Relevant Experience

SOUNDASIA Technology Co., Ltd.   Shenzhen, China

Graphic Designer   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.

Shenzhen, China

DEARKIDS FASHION Co., Ltd.   May. 2019 - Sept. 2020

ANNIL Co., Ltd.   Jul. 2018 - Jun. 2019

BAIDAI Commerce Co., Ltd.   June. 2017 - Apr. 2018

Graphic Designer

- 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	Interests
Chinese, Catonese, English	Photography, video games, hiking, swimming, scuba diving