

ANGELA SON

Toronto, ON | aangelason@gmail.com | (905)-320-1912 | [Portfolio Link](#)

SKILLS

GRAPHIC DESIGN

Proficient in Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe After Effects and Adobe Premiere Pro

FRONT-END DEVELOPMENT

Proficiency in HTML, CSS, Javascript with experience in web design softwares including Figma, VS Code, WIX, and Adobe Portfolio.

LANGUAGES

English, Korean (Native)

EXPERIENCE

HEAD OF DESIGN AND MARKETING, *NEXT: NEW MEDIA EXHIBITION TEAM*

September 2024 - Present

- Creating logo, promotional poster and social media graphics as well as print appropriate flyers for the Toronto Metropolitan University New Media student art exhibitions
- Plan and oversee all marketing and promotional design strategies that effectively conveyed the concepts of each project

DIGITAL DESIGN SPECIALIST, *CARIB FARM SOCIAL ENTERPRISE*

January 2024 - June 2024

- Designed a mobile-first web page on the Carib Farm FarmerCommunity app that educates and allows farmers to make smart and educated decisions on their own crops and agricultural businesses.
- Designed a compelling web features that allows the appropriate age range of users to navigate through the app effortlessly, and ensured this process through user testing.
- Used Figma to connect and collaborate with the creative team.

CREATIVE DIRECTOR, *UHHU*

2022 - 2024

- Lead a team of dancers while simultaneously taking part in executive work such as graphic design, marketing, finance, outreach, and event planning to foster a collaborative and innovative work environment. Provided clear creative direction and mentorship to ensure the team produced high-quality work aligned with the team's visions and goals.
- Spearheaded a successful direction of WOOSAH: UHHU Dance Showcase, assembling a team responsible for lights, sound, stage management, and photography, as well as ensuring seamless coordination and flawless execution during the showcase.

GRAPHIC DESIGNER, *ANBU PROGRAM*

June - Present

- Designed promotional graphics with Adobe Photoshop and Illustrator for a private dance program
 - Held consultations about the program goals, colour palette, the concept, and more to ensure that the graphic matched the client's personality as well as the program itself.
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EDUCATION

BACHELOR OF FINE ARTS *Expected to graduate 2025*

Toronto Metropolitan University: New Media Program

Toronto, ON