



# ASHLEY WONG

[www.akwvisuals.com](http://www.akwvisuals.com)

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I am a curious graphic designer who loves to discover and play around with new trends. I find beauty in simplicity and strive to create meaningful designs and effective solutions. I have a strong interest in graphic design and would like to venture into other areas of design as well, such as product, interface and web design.

## TOOLS

Illustrator

Photoshop

InDesign

Premiere Pro

HTML/CSS

## SKILLS

Graphic Design

Interface Design

Product Design

Cantonese / beginner Mandarin

## GRAPHIC DESIGN & MARKETING

### YORK HOUSE SCHOOL (YHS)

8/2020 - 5/2021

Designed both digital and print promotional materials including posters, brochures, event invitations, banners, and social media graphics.

- Designed the typography and layout of their marketing materials for their annual fundraising campaign, increasing awareness of the school's fundraising goals while raising engagement through the brochures mailed to the YHS community and banners displayed on the exterior of the school
- Worked closely with the Communications and Advancement departments to brainstorm ideas for the designs of marketing materials for each event
- Improved my ability and understanding of creating design materials with consistent branding to maintain the high reputation of the school
- Strengthened my skills in Adobe Illustrator and InDesign by designing on these programs daily and self-learning through online tutorials
- Successfully assisted groups of students and individuals with class and capstone projects by providing advice and guidance to create impactful designs.

#### SKILLS & TOOLS

Illustrator, InDesign, Photoshop, clear communication with my supervisor, staff, and faculty

### T-PARC BUBBLE TEA SHOP [freelance]

9/2018 - 4/2019

Designed and implemented both digital and print collaterals including 16 social media posts, 2 in-store paper menus, a finalized wallpaper, as well as an outdoor light box menu.

- Developed a social media strategy and content-creation workflow, increasing efficiency and brand interaction
- Managed their social media accounts, increasing the amount of followers and tagged posts

#### SKILLS & TOOLS

Illustrator, Photoshop, clear communication with client



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## SFU CANADIANIZED ASIAN CLUB (CAC) [club involvement]

10/2016 - 04/2020

Designed 18 promotional graphics for CAC's social media use, involved in event planning, and led teams of 6-8 students per year.

- Attracted more event participants by designing event graphics in Adobe Illustrator and Photoshop as a coordinator of the Communications department
- Raised engagement in the club as well as within my department as the director of Communications by organizing social events to encourage team bonding
- Attracted more member participants and interaction within the executive team as the Vice President of External Relations by running CAC's social media accounts to promote events
- Maintained the club's reputation through social interaction with sponsors and other clubs on campus as the Vice President of External Relations
- Enhanced the club's first year members' experiences at SFU as a froshee group leader by hosting group socials on and off campus to encourage peer bonding

### SKILLS & TOOLS

Illustrator, Photoshop, communication with team members

## UI DESIGN

### "ENVIRONMENT APP" [individual academic project]

04/2018

Designed a mobile app interface with an environmental focus using Gestalt principles.

- Applied research and resolved common user interface problems by applying Gestalt principles including figure-ground, similarity, proximity, and closure as well as an effective use of colours, texts, and shapes
- Designed the user interface to be simple yet informative and suitable for all ages
- Ideated, prototyped, and iterated quickly using Adobe Illustrator and Procreate

### SKILLS & TOOLS

Illustrator, sketching, Procreate

## EDUCATION

SIMON FRASER UNIVERSITY, SURREY

SEPT 2016 - PRESENT

B.A. Interactive Arts & Technology  
Design Concentration

## INTERESTS

pottery.

milk tea.

tennis.

photography.

food adventures.

travel.