



ASHLEY WONG

www.akwvisuals.com

778 682 7380 | akw23@sfu.ca

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	After Effects	Premiere Pro	HTML/CSS
SKILLS	Graphic Design	Interface Design	Product Design	Cantonese / beginner Mandarin	

GRAPHIC DESIGN & MARKETING

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

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



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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

PRODUCT DESIGN

“GOODNIGHT LIGHT” [group academic project]

10/2018 - 12/2018

Designed and built a physical prototype of a wall sconce made of only wood and paper.

- Organized and led a group of three to ensure work was delegated and deadlines were met
- Utilized Adobe Illustrator to ensure the laser cutting process would contain precise measurements and be without errors
- Resolved issues with the physical prototype efficiently and effectively to function as intended
- Improved the visualization process by creating a render of the project in Adobe Illustrator for presentation use

SKILLS & TOOLS

Illustrator, Photoshop, sketching, laser cut, communication with group members

EDUCATION

SIMON FRASER UNIVERSITY, SURREY

SEPT 2016 - PRESENT

B.A. Interactive Arts & Technology
Design Concentration

INTERESTS

pottery.

milk tea.

tennis.

photography.

food adventures.

travel.