

Amanda Tsiang

Brand & Product Designer

(514) 978-8867 • amandajtsiang@gmail.com

amandatsiang.design

Work Experience

Marketing Designer

York University Student Centre / Jun 2019 – Present

- Designing print and digital marketing materials for the York University Student Centre and its clients
- Collaborating with the design team and marketing manager to develop ads and social media content catered to over 50,000 students and staff on campus
- Developing new brand identities for the YUSC's clients

Graphic Design Intern

Memoryz / Jun – Jul 2020

- Worked alongside the CEO and marketing team to refresh the Memoryz brand
- Created character illustrations and additional assets based on the Memoryz brand guidelines
- Led the website redesign

Communications Assistant Intern

International Student Ministries Canada / Jun – Jul 2017

- Developed brand identity and logo for the ISMC Biennial National Staff Conference
- Created print materials according to the ISMC brand guidelines

Web Design Intern

Webrunner Media Group / Apr – May 2017

- Designed mockups and ads for social media
- Integrated web pages with HTML/CSS and jQuery

Tools

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe XD

Adobe AfterEffects

Figma

Sketch

HTML/CSS/Javascript

Glyphs

Skills

Graphic Design

Visual Design

Web Design

User Research

Wireframing

Prototyping

Branding

Illustration

Typography

Education

Honours Bachelor of Design

York University, Sheridan College / 2017 – 2021

- *Cum Laude* (3.7 Major GPA)
- Dean's Honour Roll
- Charles River Scholarship

DEC, Graphic and Web Design

John Abbott College / 2014 – 2017

- Dean's List 2017
- Honour Roll 2014 – 2017

Volunteering

Communications Manager

YSDN Class of 2021 Gradshow / Sep 2020 – Apr 2021

- Collaborated with fellow executives to manage a team of 100+ students to create a digital graduation experience
- Participated in the development of the zine, merchandise and social media strategy

Student Mentor

Design Students Association / Sep 2018 – Apr 2021

- Met with first year students to give design critiques, coding help and general advice

DSA Executive Member

Design Students Association / Sep 2017 – Jun 2019

- Created promotional materials for DSA events
- Planned events and workshops for students
- Led the meetings for executive members

Achievements

Honorable Mention

Forge Award for Logo Design / Aug 2021

Honorable Mention (Top 20)

Adobe X Southwest Airlines Creative Jam / May 2021

* Proficient in English and French