

Chelsea Wu

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EXPERIENCE

Social Media Community Manager and Client Ambassador

Sep. 2024 - Dec. 2024

Kondition Athletic

Toronto, ON

- Designed **100+** social media posts using Canva to advertise promotional campaigns attracting and engaging audience members across the community.
- Streamlined sales processes by efficiently managing member schedules, coordinating availability for tours and membership discussions, optimizing time allocation to maximize productivity throughout the workday.
- Cultivated a welcoming atmosphere by facilitating clear and effective communication between members and coworkers, enhancing collaboration and improving the overall workplace environment.

Co-President and Graphic Designer

Oct. 2022 - Apr. 2024

University of Waterloo Dragon Boat Club

Waterloo, ON

- Led the creation of team jersey designs by collaborating with club executives, vectorizing designs on Adobe Illustrator, and coordinating with manufacturers; elevating club branding at competitions.
- Exemplified strong leadership qualities by effectively guiding and motivating team members to surpass project goals, fostering a collaborative environment that encouraged innovation.
- Spearheaded task delegation initiatives among the executive team, optimizing workflow efficiency and accelerating task completion through strategic assignment of responsibilities.

Varsity Swim Team Manager

Jan. 2023 - Current

University of Waterloo

Waterloo, ON

- Communicated between the coach and team members through regular correspondence via emails and various social media platforms, ensuring clarity of information and fostering strong team cohesion.
- Oversaw the day-to-day operations, which ranged from attending practices to filming competitions, ensuring meticulous attention to detail in all facets of team management.
- Efficiently orchestrated logistics pertaining to team uniforms, catering arrangements, and transportation needs, ensuring seamless coordination and impeccable execution to optimize team performance and comfort.
- Utilized Adobe Illustrator, Adobe Photoshop, and Procreate to creatively design merchandise to deliver captivating visuals that effectively captured the essence of the brand and resonated with the target audience.

TECHNICAL SKILLS

Design Tools: Illustrator, Photoshop, Premiere Pro, Rush, InDesign, Figma

Languages: HTML/CSS, JavaScript, Python, Processing

EXTRACURRICULARS

Speakeasy at Hack the North | Figma, Powerpoint

Sep. 2022

- Assisted in creating an application to assist in improving public speaking by focusing on body language and vocal volume to provide feedback to the user.
- Lead design of the UI using Figma and Adobe Illustrator.

Syllab-US at NewHacks | Figma, Adobe Illustrator, Powerpoint

Nov. 2023

- Created an application that is for students to effectively review their syllabus.
- Created the UI and logo using Figma and Adobe Illustrator.

Recollect at UofT Hacks | Figma, Adobe Illustrator, Powerpoint

Jan. 2024

- Create an application that allows the user to review their year in images compiled from their photo gallery.
- Designed the UI for the application using Figma.

EDUCATION

University of Waterloo

Sept. 2022 – Jan. 2027

Candidate for Bachelors in Global Business and Digital Arts

Waterloo, ON