

Helen Shiu

Print Design/Production and Web Design/Development Specialist

Toronto, ON

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Detail-oriented and result-focused graphic designer who has more than 5 years of delivering creative print and digital solutions in corporate environment. An conceptual problem solver who is from OCAD University and a Registered Graphic Designer with RGD. A professional who has a strong sense of urgency and thrives in a fast-paced setting either in agency and in-house creative services.

WORK EXPERIENCE

Graphic Design and Web Development Specialist

Hofland - Toronto, ON - 2014 to 2015

- Executed print, event and online graphic materials using the latest Adobe CC programs.
- Partnered with the sales and marketing team to set priorities and deliverable in the creation of customer-facing materials to support sales.

Independent Graphic Designer

Various Clients Including TD, Kijiji and Geminare - Toronto, ON - 2011 to 2014

- Based on project briefings and brand standards to create sales collateral, PowerPoint presentations, event materials from concepts through execution to final production art for various stakeholders.
- Created online marketing banners, e-blast campaign, infographic, graphic elements for social marketing campaigns on mobile platform and wireframe with minimal supervision.

Senior Designer

Bee Networkx - Toronto, ON - 2010 to 2010

- Designed the brand identity for both corporate and product line after the change of corporate name to Bee Networkx from Astilbe,
- Prototyped website design by creating wireframe using Adobe Fireworks and transferred the web platform to Drupal (CMS) from HTML 1.0.

Senior Designer

Geminare - Toronto, ON - 2007 to 2010

- Created videos from existing PowerPoint presentations that can be hosted online to engage potential customers.
- Worked as part of the Marketing team to produce various print and online marketing materials including investor proposals, sales tools, trade show materials, PowerPoint presentations, and flash animations.

Art Director

Cybermation - Markham, ON - 2005 to 2006

- Worked closely with the Marketing Director to produce a wide range of marketing collateral including sales tools, presentations, event booth skins, and website design,
- Managed multiple projects, oversaw budgets and coordinated vendors to meet deadlines and budget requirements.

Graphic Designer

Headcan - Toronto, ON - 2000 to 2005

- Collaborated with cross-disciplinary specialists in teamwork environment to create corporate branding, marketing collateral and 3D-model solutions for stakeholders.

EDUCATION

BDes. Bachelor of Design in Design and Visual Communication

OCAD University - Toronto, ON

2005 to 2007

SKILLS

Print projects: Corporate collateral, Annual Report, PowerPoint presentation, Infographic, Event collateral, Direct-mail, Catalogue, Poster. Web projects: Responsive website design & development, Online marketing campaign, Flash animation, Eblast design and development, Landing page design and development, Wireframing. Print tools: Adobe CC (InDesign, Illustrator, Photoshop), PowerPoint. Web tools: Adobe CC (Dreamweaver, Fireworks, Flash) Coda, WordPress (CMS), HTML5 and CSS3, Twitter Bootstrap, ConstantContact, MailChimp. (9 years)

LINKS

<http://ca.linkedin.com/in/helenshiu>

<http://www.helenshiu.com>

http://www.rgd.ca/talent/designer-directory/contacts_database/4041.php

CERTIFICATIONS

Digital Analytics Fundamentals, Google Analytics

October 2013 to Present

A three-week course provides a foundation for marketers and analysts seeking to understand the core principles of digital analytics and to improve business performance through better digital measurement.

UX Designer Certification - CXD

Akendi's courses and certifications are designed to provide in-depth theory mixed with practical application exercises. Designed and taught by Akendi professionals in the field, attendees gain a clear understanding of the UX creation process, tools & techniques.

GROUPS

R.G.D., Registered Graphic Designer

September 2005 to Present

R.G.D., Registered Graphic Designer with Association of Registered Graphic Designers of Ontario. RGD Membership communicates dedication and commitment to the profession. The RGD and Registered Graphic Designer designations indicate knowledge, experience and ethical practices to the profession, business and government.

<http://www.rgdontario.com/about.php>