Daffodil Ho

(778) 522-5815 ○ dlh12@sfu.ca ○ Surrey, BC

TECHNICAL SKILLS

- Figma
- Illustrator
- Photoshop
- InDesign
- After Effects
- Premiere Pro

- HTML with Pug
- CSS with Sass
- JavaScript
- Reaper
- Canva

WORK EXPERIENCE

Shop Assistant & Social Media, Play Music Inc.

May 2023 – March 2024 ○ Vancouver, BC

- Created graphic assets in Canva to promote Play Music's brand, services, and products across social media platforms and in-store, increasing audience engagement.
- Collaborated with colleagues to brainstorm, film, and edit YouTube shorts and videos, boosting Play Music's YouTube subscriber base from 50 to over 200.
- Improved Play Music's Wix website by integrating features like customer reviews, email marketing, and event-specific sales pages, driving sales and customer growth.
- Assisted the sales team and music teachers by managing the till, attending to walk-in customers, answering phone inquiries, scheduling lessons, updating inventory, and maintaining store cleanliness, ensuring smooth daily operations.
- Instructed students as a substitute piano teacher, maintaining continuity in students' learning progress during teacher absences.

PROJECT EXPERIENCE

Graphic Designer, Venice Biennale Exhibition

May – June 2024 ○ Information Design Course

- Collaborated with a team of four to design an interactive microsite prototype and create graphic assets for the Venice Biennale exhibition, achieving a final grade of A-.
- Developed the exhibition's visual identity by exploring and iterating on multiple art directions and communicated with teammates to finalize a direction for creating digital and print assets.
- Partnered with a teammate to design the microsite's user interface in Figma, ensuring a seamless handoff to the interaction design team for prototyping.
- Designed graphic assets in Figma and produced mockups in Photoshop to visualize how designs would appear on physical products and outdoor signage.

Animator, Kinetic Typography Video

April 2024 ○ Digital Image Design Course

- Developed a storyboard for keyframes to guide the production of the video.
- Created art assets in Illustrator, ensuring a consistent style and optimized layers for animation.
- Animated a 1-minute video in Adobe Effects, utilizing transition techniques and principles of animation, earning a final grade of A+.

Graphic Designer, East Side Games Rebranding

January – April 2024 ○ Graphic Design Course

- Defined the art direction for East Side Games' new brand identity by conducting company research and curating a moodboard to establish a standard look and feel.
- Redesigned the company logo in Illustrator, refining it through feedback to create a spatially balanced logo that aligns with the company's products and identity.
- Developed a cohesive brand identity by creating assets such as a brand guide, business cards, brochures, and outdoor signage featuring the new logo and branding elements.

Digital Artist, Gremlin Massacre II

March 2024 ○ Mountain Madness Hackathon

- Designed original characters in Aseprite for use in game development.
- Created sprite sheets and uploaded them to Github for the development team to animate characters.

VOLUNTEER EXPERIENCE
Graphic Designer, Keys to Music Studio

January 2019 ○ Remote in Malaysia

- Created marketing assets such as banners and flyers to promote company services.

EDUCATION
Bachelor of Science, Interactive Arts & Technology

September 2022 – Present ○ Simon Fraser University

Ontario College Diploma, Interactive Media Design

January 2019 – April 2020 ○ Fanshawe College