

Gina Hsu

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ABOUT

I am studying

Global Business and Digital Arts
at the University of Waterloo.
Double minor in Legal Studies
and sociology. Graduating 2021.

My toolbox includes

Sketch / InVision / Adobe XD
Illustrator
Photoshop
InDesign
After Effects
HTML / CSS / Bootstrap
Processing (Java)
SQL

Skills I have

Low / high fidelity prototyping
Concept development
Branding
User research
Visual design
Usability testing
Information architecture
Adaptability
Communication

I enjoy

Yoga
Crocheting
Travelling
Music

EXPERIENCE

Creative Director

Imprint Publications. Jan 2019 - Current

- Designed and managed over 35 newspapers, ensuring a consistent brand image is met.
- Directed the design and editorial team to produce weekly content for appropriate articles and social media outlets.
- Worked with Social Media Coordinator to raise website engagement by 37% and Instagram followers by 42%.
- Implemented a new system to engage with volunteers and boost retention rate of actively contributing volunteers.

Multimedia Designer and Communications Coordinator

University of Waterloo. May 2020 - August 2020

- Designed and implemented over 20 webpages for the University of Waterloo's department (WI).
- Coordinated with key stakeholders to produce various forms of digital communication to promote WI services.
- Researched and created marketing plans to boost social media handles and website views.

Web Developer Assistant & UX Designer

Federation of Students. May 2019 - Aug 2019

- Created wireframes and mock-up website designs while considering compliance with Online Accessibility Standards.
- Monitored and completed incoming website update requests while maintaining Feds visual branding guidelines.
- Ensured all website elements were responsive and optimized for the Waterloo content management system.

Graphics and Website Developer

Impact Alliance. Dec 2019 - April 2020

- Created promotional graphics for the website and documents to be distributed to members.
- Revamping the current website using WordPress to better fit the club's current needs.
- Coordinated with co-founders to establish website brands in preparation for future conferences.