

# Hailey Luong

Digital Designer

## Contact

hailey-luong.github.io  
linkedin/in/haileyluong  
luong.hailey@gmail.com

## Education

### Honours Bachelor of Design (2019–2023)

York University

## Awards

### Honourable Mention: OvoppyJourney (2021)

Adobe + Southwest Airlines Creative Jam.

### Renewable Entrance Scholarship (2019, 2020, 2021)

York University. For a 95%+ final high school average, and a 3.8+ GPA in 1st & 2nd year.

### Undergraduate Research Fair Prize (2021)

York University.

### Top 10 Finalist: DiscoverGaming (2020)

Adobe + Activision Jam.

### 2nd Place: Doteasy Scholarship Recipient (2019)

Doteasy Technology Inc.

## Tools

HTML & CSS	Photoshop
JavaScript	InDesign
Adobe XD	AfterEffects
Figma	Premiere Pro
Illustrator	

## Work Experience

### Graphic Design & Multimedia Assistant

#### Division of Students, York University (May 2021–Present)

- Integrating the **institution's brand guidelines** to create digital material in various formats, shared with 100,000+ followers.
- Performing **competitor analyses and audits** to identify strengths and opportunities towards the redesign of York U websites.

### Post Production Artist

#### Lug Canada Inc. (Mar 2021–Present)

- Prioritizing brand alignment** to design retailer graphics, product packaging, and promotional emails for 100,000+ subscribers.
- Editing 1,500+ product images for the mobile app, eCommerce and social media to ensure **consistency across platforms**.

### Marketing and Office Administrative Intern

#### Lug Canada Inc. (Jul–Aug 2018, Apr 2020–Feb 2021)

- Collected and visualized data** while designing monthly internal newsletters and sales reports to target various audiences.
- Responded to calls and addressed 2,750+ email inquiries, while maintaining a **95%+ satisfaction rating** with 600+ reviews.

### Website & Social Media Assistant

#### Department of Design, York University (Oct 2020–Apr 2021)

- Developed a **responsive website** through mapping user flows, establishing a design system, and implementing feedback.
- Created the department's social media **brand identity** and produced digital promotional content that aligned with it.

## Extracurricular Activities

### Co-Chair

#### Design Students' Association, York University (Aug 2021–Present)

- Maintaining communication with the Design faculty and external organizations to **foster connections and engage students**.
- Spearheading meetings, organizing events, and delegating tasks to **maximize the efficiency and productivity** of the team.

## Technical Skills

Prototyping, front-end development, wireframes, user flows, interaction design, usability testing, and visual design.