

# Hailey Luong

Product Designer

## Contact

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## Education

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

York University

## Awards

### Honourable Mention: OvopyJourney (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

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

## Experience

### Graphic Design & Multimedia Assistant

Division of Students, York University (May 2021–present)

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

### Co-Chair

Design Students' Association, York University (present)

- Maintained communication with the Design faculty and external organizations to **foster connections and engage students**.
- Spearheaded meetings, ideated events, and delegated tasks to **maximize efficiency and productivity**.

### Post Production Artist

Lug Canada Inc. (Mar 2021–present)

- Designed retailer graphics, web icons, product packaging, and email layouts for a base of **100,000+ subscribers**.
- Edited, cropped, and adjusted **1,500+ product images** for the #LugLive app, LugLife.com and social media platforms.

### Office Administrative Intern

Lug Canada Inc. (Apr 2020–Feb 2021)

- Organized and designed the internal monthly newsletter, and produced posters to promote office events and activities.
- 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.

## Technical Skills

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