

IRIS WONG

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ABOUT

I'm a passionate visual designer and social media coordinator that loves to explore and learn new ways to create engaging and creative work. I'm a self-motivated and determined individual that loves getting involved with different communities by finding creative ways to communicate and collaborate.

SKILLS & TOOLS

STRENGTHS

Graphic/Visual Design
Social Media Marketing
Photography
Cinematography
Photo/Video Editing
Web Design
Prototyping

TOOLS

Illustrator
Photoshop
InDesign
After Effects
AEM
Final Cut Pro
Canon DSLR

CODING

HTML / CSS
Processing

WORK EXPERIENCE

DESIGN & MARKETING COORDINATOR - SFU INTERNATIONAL SERVICES FOR STUDENTS | AUG 2016 - MAY 2017

- Designed digital & print promotional materials (posters, banners, slides, info cards, etc.) for 4 subunits within the office
- Managed 4 social media accounts on platforms including Facebook, Twitter and Instagram using Hootsuite, connecting with a total of 5,400+ followers. Increased engagement on Twitter by 143% and followers on Facebook by 24%
- Created promotional and informative videos about services ISS offers
- Provided front desk coverage by providing general information to students with inquiries

DESIGN EXPERIENCE

SOCIAL MEDIA COORDINATOR - GUACARONS | AUG 2014 - PRESENT

Background

Created a personal brand for Social Media Marketing on Instagram to share food photography and to get more involved with Vancouver's food community. Currently has over 1100 posts and 3260 followers on Instagram and a combined total of 1.7 million views on reviews and photos on Zomato.

Contribution

Post photos that I've captured and edited, write content and engage with the Vancouver food community. Collaborate with businesses like FreshPrep, Wings Restaurants, Belmont Meats and SFU Dining Services to promote their products and services.

Tools

Canon DSLR, Adobe Photoshop, Adobe Illustrator, Wordpress, Instagram

EDITOR IN CHIEF - THE EDDY NEWSPAPER | SEPT 2010 - AUG 2013

Background

Worked with around 20 other students to create Riverside Secondary's monthly newspaper, The Eddy. Was initially a layout editor, as well as a reporter for Volumes 14, and 16 then an Editor In Chief for Volume 17.

Contribution

Created layouts for each of the pages, photographed images for articles, interviewed subjects and composed each of the pages of each issue. Acted in a leadership role in a group of 20 students, where collaborating and communicating were very important.

Tools

Adobe InDesign, Adobe Photoshop, Canon DSLR

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VIDEOGRAPHY EXPERIENCE

MEDIA AND DESIGN COORDINATOR - YWiB SFU | JUL 2015 - APR 2016

Background

Created videos for YWiB SFU, an organization created to connect passionate and diverse young women together to grow and learn. Collaborated with different sectors of the club to create different content based on their vision.

Contribution

Filmed, photographed and edited promotional material for events with around 30 to 100 attendees such as International Womens Day Conference, SOUL Mentorship Program's 'SOULcials' and YWiB SFU's Launch Party.

Tools

Adobe After Effects (visual effects), Final Cut Pro (editing), Canon DSLR.

VIDEOGRAPHER, DIRECTOR & EDITOR - EVERGREEN CENTER | OCT 2012 - JAN 2013

Background

Created a 3-minute documentary in a group of 2 about a local emerging artist for Evergreen Cultural Center's Teens at Evergreen Program.

Contribution

Researched local artists to find subject for documentary, contacted and interviewed potential subjects. Went to locations to conceptualize each shot, filmed most of the footage and edited the entire short film.

Tools

Final Cut Pro (editing), Canon DSLR.

VOLUNTEER

NATIV FOODIE AMBASSADOR - NATIV MEDIA | SEPT 2018 - PRESENT

Organize media tastings for restaurants, collaborate with members of the Vancouver food community, take photos at tastings to promote products, and share them with my audience.

STATION LEADER - SIAT FROSH | SEPT 2014 / SEPT 2015

Helped lead activities to engage new first year SIAT students to get to know each other and familiarize themselves with the campus.

EDUCATION

BACHELOR OF SCIENCE - SIMON FRASER UNIVERSITY | 2013 - PRESENT

Currently a 5th year student at Simon Fraser University

Pursuing a major in Interactive Arts & Technology and a minor in Print and Digital Publishing.

INTERESTS

FOOD PHOTOGRAPHY

I'm that person that makes everyone at the table wait for 10 seconds before eating their meal so I can take photos of it. I'm a self-proclaimed foodie, and a strong believer in "the camera eats first." I like to capture photos of delicious food and share them on Instagram!