

# IRIS WONG

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## ABOUT

I'm a passionate visual designer and social media manager that loves to explore and learn new ways to create simple, yet meaningful and creative work. I'm a self-motivated and determined individual that loves connecting with different communities by finding creative ways to communicate and collaborate.

## SKILLS & TOOLS

### STRENGTHS

Graphic/Visual Design  
Social Media Marketing  
Photography  
Videography  
Photo/Video Editing  
Web Design  
Designing for Print

### TOOLS

Illustrator  
Photoshop  
InDesign  
After Effects  
Lightroom  
Final Cut Pro  
Canon DSLR

### OTHER

Wordpress  
HTML / CSS  
Hootsuite  
Mailchimp  
Figma  
Canva

## DESIGN & MARKETING EXPERIENCE

### FREELANCE GRAPHIC DESIGNER - SIMON FRASER UNIVERSITY | AUG 2019 - PRESENT

- Create illustrations & print materials like SFU branded cards and posters for Advancement & Alumni Engagement
- Reformat and update previous promotional materials (envelopes, package inserts and brochures)

#### Tools

Adobe Creative Suite (InDesign, Illustrator, Photoshop, After Effects)

### DIGITAL MEDIA SPECIALIST - WESTCOAST SCI | JAN 2019 - MAY 2019, AUG 2019 - PRESENT

- Create digital media content (graphics, photos, videos, reels, shorts) for Westcoast SCI's website and social media channels, including Facebook, Twitter, Instagram, YouTube and Google My Business
- Plan, develop and execute marketing strategies to improve online engagement and increase client acquisition
- Create, reformat and update clinic resources (posters, infographics, brochures, in-services, business cards)
- Improved organic search rankings from page 4 to top 10 for 5+ high-competition keywords for local physio clinics

#### Tools

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom), Final Cut Pro, Figma, Wordpress, Mailchimp

### DESIGN & MARKETING COORDINATOR - SFU ISS | AUG 2016 - MAY 2017

- Designed digital & print promotional materials (posters, banners, slides, info cards, etc.) for 4 subunits within the SFU International Services for Students 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

#### Tools

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Experience Manager), Final Cut Pro, Hootsuite

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## DESIGN & MARKETING EXPERIENCE (CONT.)

### CONTENT CREATOR - GUACARONS | AUG 2014 - PRESENT

- Created a personal brand for Social Media Marketing on Instagram to share food photography and to get more involved with Vancouver's food community
- Capture and edit photographs, 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 through Instagram posts, stories and giveaways
- Currently has over 1300 posts and 3700 followers on Instagram

#### Tools

Canon DSLR, Adobe Creative Suite (Photoshop, Illustrator, Lightroom), Wordpress, Instagram

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

- 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
- Filmed, photographed and edited promotional materials 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

Canon DSLR, Adobe Creative Suite (Photoshop, Illustrator, Lightroom), Wordpress, Instagram

## VOLUNTEER

### NATIV FOODIE AMBASSADOR - NATIV MEDIA | SEPT 2018 - JAN 2020

Organized media tastings for restaurants, collaborated with members of the Vancouver food community, took photos at tasting events to promote products, and shared them with my audience on Instagram.

### 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 - 2020

With Distinction.

Major in Interactive Arts & Technology and a minor in Print and Digital Publishing, Co-operative Education

## 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!