

# 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  
Videography  
Photo/Video Editing  
Web Design  
Prototyping

### TOOLS

Illustrator  
Photoshop  
InDesign  
After Effects  
Experience Manager  
Final Cut Pro  
Canon DSLR

### CODING

HTML / CSS  
Processing

## DESIGN & MARKETING EXPERIENCE

### SOCIAL MEDIA & MARKETING ASSISTANT - WESTCOAST SCI | JAN 2019 - MAY 2019

- Created digital media content (graphics, photos, videos) for Westcoast SCI's website and social media channels, including Facebook, Twitter, Instagram, YouTube and Google My Business
- Planned, developed and executed marketing strategies to improve online engagement with each platform's specific audience
- Created, reformatted and updated clinic resources (posters, infographics, brochures, handouts, in-services, business cards)

#### Tools

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom), Final Cut Pro, Squarespace

### 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

#### Tools

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

### SOCIAL MEDIA COORDINATOR - 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 1100 posts and 3290 followers on Instagram and a combined total of 1.7 million views on reviews and photos on Zomato

#### Tools

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

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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 with a concentration in Design 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!