

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 simple, yet meaningful and creative designs. 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
Influencer Marketing
Prototyping

TOOLS

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

OTHER

HTML / CSS
Processing
Java for Android
Customer Service
Mac & PC Platform

DESIGN & MARKETING EXPERIENCE

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

- Working with Advancement & Alumni Engagement to create print materials like SFU branded cards and posters
- Reformat and update previous promotional materials (envelopes, package inserts and brochures)

Tools

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

SOCIAL MEDIA & MARKETING COORDINATOR - WESTCOAST SCI | JAN 2019 - MAY 2019, AUG 2019 - PRESENT

- Create digital media content (graphics, photos, videos) 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 on all platforms
- Create, reformat and update clinic resources (posters, infographics, brochures, in-services, business cards)

Tools

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

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 1200 posts and 3400 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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DESIGN & MARKETING EXPERIENCE (CONT.)

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

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 - 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 - 2020

Graduated in February 2020.

Majored in Interactive Arts & Technology and Minored 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!