

IRIS WONG

Vancouver, BC | iriswwong@outlook.com | iriswong.com

ABOUT

I am a passionate graphic designer and social media manager dedicated to exploring and mastering new techniques to create simple, yet impactful and imaginative work. As a self-motivated and driven individual, I thrive on connecting with diverse communities through innovative communication and collaboration.

SKILLS & TOOLS

STRENGTHS

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

TOOLS

Affinity Designer
Illustrator
Photoshop
InDesign
After Effects
Lightroom
Final Cut Pro

OTHER

Wordpress
HTML / CSS
Hootsuite
Mailchimp
Figma
Canva
Canon DSLR

DESIGN & MARKETING EXPERIENCE

DIGITAL MEDIA SPECIALIST (CONTRACTOR) - WESTCOAST SCI | JAN 2019 - MAY 2019, AUG 2019 - PRESENT

- Managed and maintained the company's website and social media channels (Facebook, Instagram, YouTube, TikTok, Google My Business), creating and optimizing digital media content (graphics, photos, videos, reels, shorts) to ensure optimal performance and user engagement
- Planned, developed, and executed marketing strategies to enhance online engagement and boost client acquisition
- Created, reformatted, and updated clinic resources, such as posters, infographics, brochures, in-services, and business cards
- Optimized content for the website and social media platforms, improving organic search rankings from page 4 to top 5 for over 5 high-competition keywords for local physiotherapy clinics
- Monitored website traffic and social media metrics, providing insights and reports to guide strategic decisions
- Managed and troubleshooted the booking system (Janeapp), including updates and issue resolution

GRAPHIC DESIGNER (CONTRACTOR) - SIMON FRASER UNIVERSITY | AUG 2019 - MAR 2022

- Created illustrations and print materials, including SFU branded cards, posters, and email banners for SFU Advancement & Alumni Engagement department
- Designed and developed micro-sites on Wix to support various campaigns and events
- Reformatted and updated promotional materials (envelopes, package inserts, brochures) to ensure brand consistency and visual appeal

DESIGN & MARKETING COORDINATOR - SIMON FRASER UNIVERSITY | AUG 2016 - MAR 2017

- Designed digital and print promotional materials (posters, banners, slides, info cards, etc.) for four subunits within the SFU International Services for Students department
- Managed four social media accounts (Facebook, Twitter, Instagram), using Hootsuite to engage with over 5,400 followers, achieving a 143% increase in Twitter engagement and a 24% growth in Facebook followers
- Created promotional and informative videos showcasing the services offered by SFU ISS

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DESIGN & MARKETING EXPERIENCE (CONT.)

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

- Produced videos for Young Women in Business SFU, an organization fostering connections among passionate and diverse young women to foster growth and learning
- Collaborated with various club sectors to create tailored content aligned with their respective visions
- Filmed, photographed, and edited promotional materials for events of varying sizes, including the International Women's Day Conference (attended by 100 participants), SOUL Mentorship Program's 'SOULcials', and YWiB SFU's Launch Party

PERSONAL PROJECT

CONTENT CREATOR - GUACARONS | AUG 2014 - PRESENT

- Developed a personal brand on Instagram for social media marketing, specializing in food photography and videography to engage with Vancouver's food community
- Captured and edited photographs and videos, transformed them into compelling Instagram reels, crafted engaging captions, and actively engaged with the Vancouver food community
- Collaborated with businesses such as FreshPrep, Wings Restaurants, Belmont Meats, and SFU Dining Services to promote their products and services through posts, stories, and giveaways
- Partnered with digital marketing agencies like kin. Digital Marketing and Refresh Digital Agency to create promotional content (photos, videos, reels) for their restaurant clients
- Grew the Instagram account to over 1,300 posts and 3,700 followers, demonstrating significant community engagement and reach

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