



# JENNIE CHEUNG

## CONTACT

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## EDUCATION

### Honours Planning, University of Waterloo Bachelors of Environmental Studies

Sept. 2014 - Apr. 2019  
Specialization in Urban Design  
& Land Development

## SUMMARY OF SKILLS

### Design

Adobe Illustrator, Photoshop, InDesign  
SketchUp, AutoCAD

### Statistical Analysis

Microsoft Excel, IBM SPSS Statistics

### Other

ArcGIS, MS Office, Artlantis

### Languages

English, Mandarin, Cantonese

### Personal

Strong interpersonal skills, team player,  
detail-oriented, flexible learner  
engaging leader, results-driven

## CO-CURRICULAR INVOLVEMENT

### Graphic Designer UW Chinese Students' Association

May 2017 - Present

### Orientation Week Leader

University of Waterloo  
Sept. 2016

### Co-Chair Waterloo Environment Students' Endowment Fund

Sept. 2015 - Apr. 2016

## WORK EXPERIENCE

### Planning Policy Intern

#### Ontario Growth Secretariat, Ministry of Municipal Affairs

Jan. 2017 - Apr. 2017

- » Synthesized information from various documents and created briefing materials for stakeholder meetings and Cabinet submissions
- » Researched and developed strategic public consultation and participation direction through policy and case study analysis
- » Consolidated public and municipal feedback on the Growth Plan for the Greater Golden Horseshoe to summarize policy change recommendations
- » Accurately edited regional maps and data on ArcGIS and Adobe Illustrator for the updated Growth Plan 2017 and various provincial reports

### Graphic Designer & Marketing Assistant

#### Retail Services, University of Waterloo

Apr. 2016 - Aug. 2016

- » Designed creative graphics for multiple businesses with a customer base of over 30,000 using Adobe Illustrator, Photoshop and InDesign
- » Formatted commercial printing for promotional products and merchandise including apparel, gifts and banners for various clients within time frame
- » Performed background research and SWOT analysis on retail store locations and University of Waterloo's campus master plan

### President

#### Planning Students' Association, University of Waterloo

Aug. 2016 - Present

- » Spearheaded academic, social and networking initiatives for 300+ students working within a limited budget amount
- » Digitized site plans and coordinated design charrette for high schools attending World Town Planning Day at the University of Waterloo
- » Directed and mentored a team of 20 members exercising efficient teamwork, problem-solving and communication while working under tight time constraints

## RELEVANT PROJECTS

### Elora Community Mixed-Use Redevelopment

May 2017 - Present

- » Performed detailed analysis of built-form environment and inventory of heritage sites to determine opportunities and constraints of redevelopment
- » Coordinated with consultant team to produce a vision report and site plan with supporting policy and land use analysis

### Waterloo Tech-Hub Revitalization

Sept. 2016 - Dec. 2016

- » Developed redevelopment plan incorporating in-depth analysis of transportation and municipal zoning solutions to improve functionality of existing site
- » Evaluated financial feasibility of site by proforma, created site plans, 3D site model renderings and supporting reporting graphics