

JESSICA KUK

BRAND CREATIVE & VISUAL DESIGNER

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ABOUT ME

I'm Jessica Kuk, a brand creative & visual designer with a background in Marketing & Design. I believe that brands need to evolve in order to stay memorable in today's dynamic market, which is why my passion is in the area of creating unique brands that stand for something while never standing still.

PROFESSIONAL SKILLS

Photoshop	●●●●●●●●
Illustrator	●●●●●●●●
InDesign	●●●●●●●●
Microsoft Office	●●●●●●●●
HTML 5/ CSS 3	●●●●●●●●
SPSS	●●●●●●●●

PERSONAL SKILLS

Communication	●●●●●●●●
Creativity	●●●●●●●●
Team Player	●●●●●●●●
Organization	●●●●●●●●
Leadership	●●●●●●●●
Research	●●●●●●●●

EDUCATION & ACHIEVEMENTS

SEPT 2010 - JUNE 2016

Simon Fraser University

- Business Administration and Interactive Arts & Technology Joint Major [Marketing & Design Concentration] - With Distinction
- CGPA: 3.89
- Dean's Honor Roll: SEPT 2010 - PRESENT
- Undergraduate Open Scholarship: JAN 2011 - JAN 2013
- BC Secondary School Academic Excellence Entrance Scholarship: SEPT 2010

SEPT 2005 - JUN 2010

Burnaby North Secondary School

- Passport To Education Scholarship, Yearbook Design Award & Scholarship, Major Service Award: JUN 2010
- Honor & Work Ethic Roll for all terms: SEPT 2005 - JUN 2010

EMPLOYMENT

MAY 2016 - PRESENT

Research Assistant - SIMON FRASER UNIVERSITY, VANCOUVER

- Provide design consultation and bring video requests to life from the concept stage to completion through story planning, filming, post production work, and project coordination (videos are submitted to the CHI 2017 conference)
- Work closely with different Graduate students to assist in usability studies and synthesis through affinity diagramming

SEPT 2015 - DEC 2015

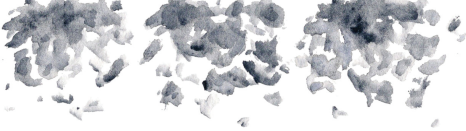
Campus Recruitment Trainee Assistant (CO-OP) - PRICEWATERHOUSECOOPERS, HONG KONG

- Offer insight from a student's perspective and assist in project development and ongoing logistics enhancement for events like Campus Voice and Superday
- Design creative and engaging digital campaigns that are aligned with specific marketing objectives for Campus Recruitment's Facebook and Weibo
- Provide front-line support for recruiters by helping develop a better candidate experience, engaging candidates, arranging interviews, and verifying documentation

MAY 2015- AUG 2015, JAN 2013 - APR 2013

Teacher Assistant - SIMON FRASER UNIVERSITY, VANCOUVER

- Teacher assistant for a 3rd year Human Resource course, responsible for leading 3 tutorials, prepping and teaching tutorial material to students
- Engage in meetings with the professor & peers, enhancing my leadership and organization skills



JAN 2014 - SEPT 2014

Design and Marketing Coordinator (CO-OP) - SIMON FRASER UNIVERSITY: INTERNATIONAL SERVICES FOR STUDENTS, VANCOUVER

- Work closely with 3 subunits to create cohesive, branded promotional material (web and print), all of which are displayed around campus and globally at other universities
- Collaborate with SFU's Communications Development team to re-design our old websites as part of the CLF Project (www.sfu.ca/students/isap.html)
- Actively manage social media accounts (Facebook and Twitter), as a channel for Exchange, Field Schools, event and workshop promotions

NOV 2010 - DEC 2013

Administrative Assistant - DR. EDWARD WONG PHYSIO, VANCOUVER

- Patiently assist patients and managed the scheduling of appointments through efficient time management
- Effectively communicate with ICBC, WorkSafeBC and law firms to deal with insurance claims and document processings

♥ COMMUNITY WORK

JUNE 2015 - PRESENT

National Advertising Benevolent Society Ambassador - NABS

- Help engage the wider workforce in BC's creative industry by raising awareness and fundraising through events like Summer BBQs, Yoga4NABS, and Speed Mentoring

APRIL 2015

Web Development and Design Consultant - DOUGLAS COLLEGE

- Provide consultation for the Launchpad Campus project, which envisions how Douglas could use technology to help students transition more effectively into their college life

SEPT 2010 - JUN 2013

Yours Student Association - SIMON FRASER UNIVERSITY

+ DANCEOLOGY Producer: SEPT 2012 - JUN 2013

- Produce annual dance competition by arranging logistics for the show
- Overlook the positions of 3 assistant producers, 10 managers and over 30 crew and volunteers and mediated the discussion of personal preferences or working habits to acknowledge best cooperation methods
- Resolve conflict with team members by calmly listening and explaining to gain understanding and compromise

+ DANCEOLOGY Administration Assistant Producer: SEPT 2011 - JUN 2012

- Efficiently allocate work to my managers and perform regular checkups to ensure that they are on track
- Responsible for drafting all contracts, as well as promotional materials (poster, ticket stubs, t-shirts, logo) for the show
- Coordinate and work closely with sponsors, venue coordinators, negotiating deals and coming to consensus

+ Creative Promotions Director: SEPT 2011 - JUN 2012

- Responsible for promoting the club, through the means on providing graphics, sponsor hunting and maintaining good PR relationships
- Collaborate with other directors and executives to identify key points that will help the club succeed, in terms of reputation and events

SEPT 2009 - JUN 2010

Design Editor - YEARBOOK, BURNABY NORTH SECONDARY SCHOOL

- Responsible for all design aspects regarding the year book, which won second place in the 2010 North American Yearbook Award Competition
- Work closely with 19 other peers, while managing time and division of tasks, over seeing the completion for each deadline
- Encourage discussion of design ideas from all group members to achieve a variety of creative ideas