

## Get In Touch



kaylachang.ca



hello@kaylachang.ca



linkedin.com/in/kayla-c



## Education

Diploma in  
Interactive Media Design  
Fanshawe College | April 2020  
London, ON

## Hard Skills

- Adobe Creative Cloud  
(After Effects, Cinema 4D,  
Premier Pro etc.)
- Scripts and Python
- Storyboarding and branding
- HTML5, CSS3, Javascript, PHP
- Microsoft and G Suite

## Soft Skills

- Strong interpersonal skills
- Able to troubleshoot
- Effective oral and written  
communication skills
- Highly motivated
- Thoughtful and detail oriented
- Bilingual (French/English)

# Kayla Chang

## Multimedia Designer

### Profile

Versatile artist who creates visual narratives to deliver maximum impact in the community. Collaborates with marketing teams to create social strategies that increase brand awareness and promote audience engagement. Brings a humanistic approach to design.

### Career Summary

#### Digital Designer

2019 - 2020

TRAA | Fanshawe College | London, ON

- Developed and re-designed website to provide brand clarity  
(including CSS3 animations and prototype)
- Created video to increase multi-channel engagement and sharing
- Optimized assets for the web to increase accessibility

#### Digital Marketing Intern

2019

Ivey Business School | London, ON

- Worked with in-house team to modernize the Ivey Discover  
website (improving UI and UX)
- Populated content for the Ivey: Learning to Lead history website  
(included writing copy, using the Adobe CC to create images  
and video, and SEO optimization)

#### Freelance Designer

2017

Ottawa Heart Institute | London, ON

- Designed and produced logo to improve brand recognition
- Worked in vector based graphics
- Coordinated with client online and in person to ensure logo met  
specific brand guidelines

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April 5, 2020

# Kayla Chang

## Multimedia Designer

Hello:

Thank you very much for your interest in my work. I am always looking for the chance to make an impact through design that keeps on giving. I would be interested in hearing about any opportunities you may have.

I am currently pursuing a career in motion design by studying Interactive Media Design at Fanshawe College. I have enclosed my resume that highlights some of my qualifications. I would equally love the opportunity to show you more of my past and current creative work, should you be interested.

My focus is in animation, motion graphics, and video editing using After Effects, Cinema 4D, and Premier Pro. I am constantly collaborating with my talented peers to balance multiple creative projects. The most recent is an HIV/AIDS campaign complete with a logo animation, video testimonials, and social media filters. Besides course work, I worked on the digital history archive for the Ivey Business School and created a logo for the Ottawa Heart Institute. While creating these projects, I quickly learned how to craft a cohesive narrative, adapt to new software, identify and solve problems, thrive under the pressure of strict deadlines, and communicate effectively with clients and team members.

While refining my technical skills, I look for ways to create more compelling content and effective stories. My passion for creating digital media motivates me outside of a professional setting, but would equally make me an asset to one of your projects.

I look forward to meeting you at your convenience to go over how I may contribute to your current and future needs. Thank you for your time and kind consideration.

Sincerely,

Kayla Chang