

Nicole (Peilin) Wu

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Objective

Creative and strategically minded student with hands-on experience in brand identity, web design, and digital marketing. Seeking a co-op position in Digital Design or Creative Marketing to apply a blend of creative strategy and technical understanding to solve real-world challenges.

Education

University of Waterloo *Bachelor of Global Business & Digital Arts* | Sep 2023 – Present

Relevant Coursework: User Experience Design, Digital Media Production, Introduction to Computer Science, Marketing Strategy, Global Business, Data Visualization.

Summary of Qualifications

- **Multidisciplinary Design:** Versatile in creating brand identities, marketing assets, and multimedia content (photography/video) using Adobe Creative Suite (Ps, Ai, Pr, Id).
 - **Web & UI/UX:** Proficient in designing and developing user-centric interfaces, translating Figma prototypes into responsive websites using HTML/CSS and CMS platforms (Squarespace, Shopify).
 - **E-commerce Operations:** Hands-on experience in managing digital storefronts, optimizing product content, and executing visual strategies to improve user engagement.
 - **Professional Skills:** Adaptable problem-solver with strong communication skills, capable of multitasking and collaborating effectively in diverse, fast-paced environments.

Language

Fluent: English | Mandarin | Cantonese

Currently Learning: Japanese

Experience

SILKYO | Web Manager, Visual Content Creator | Sep 2024 – Jan 2026

- **Web Development:** Managed the official Shopify store, utilizing **HTML/CSS** to build custom search filters and responsive layouts. Diagnosed and fixed critical UI bugs (e.g., mobile navigation artifacts) to optimize site performance.
- **Product & Brand Design:** Designed and launched jewelry collections. Established the brand's visual identity system to ensure aesthetic consistency across packaging and digital touchpoints.
- **Live Stream & Marketing:** Served as anchor for live sales, driving conversion through persuasive storytelling. Directed product photography and short-form video campaigns for social media to boost brand visibility.

CICS Immigrant Youth Centre | Summer Camp Counselor, Media Volunteer | Jul 2022 – Aug 2022

- **Program Facilitation:** Organized and supervised youth leadership activities, fostering a safe and inclusive environment for immigrant youth to develop personal skills.
- **Video Production:** Filmed and edited promotional video content to publicize center initiatives, leveraging visual storytelling to enhance community engagement and brand awareness.
- **Collaboration:** Partnered with program staff to coordinate events and ensure smooth daily operations across diverse cultural settings.

Projects

2023 Yearbook Edition (Graphic Design & Photography) | Sept 2022 – May 2023

- Designed internal page layouts, ensuring a clean and consistent visual style.
- Worked with the editorial team to organize content and meet deadlines.
- Contributed to the overall look and feel of the yearbook through layout and typography.

CanTalk - Language Learning App (UI/UX) | Sept 2025 – Nov 2025

- Led the end-to-end design from user research to high-fidelity Figma prototypes, creating intuitive flows for scenario-based learning and community interaction.
- Conducted usability testing to validate features, refining the interface to improve accessibility and visual consistency.

Memento - Digital Memory App (UI/UX) | Feb 2025 – Mar 2025

- Designed a mindful photo journaling app, developing user personas and journey maps to translate complex emotional concepts into a minimalist, user-friendly interface.

Premier Protein Rebrand | Multimedia Advertising Campaign | Feb 2025 – Mar 2025

- Conceptualized and executed a rebranding campaign targeting a younger demographic, visualizing the core theme of "Energy" through dynamic visuals.
- Produced and edited a high-energy commercial spot, utilizing rhythmic editing techniques to sync visual cuts with audio beats for maximum engagement.
- Designed a modernized logo and packaging concept using Adobe suite, translating the brand's strength into a bold new visual language.

Antique in Times - Documentary Production | Mar 2025 – Apr 2025

- Produced and edited a documentary on local craftsmanship, mastering rhythmic editing and sound design to craft a compelling visual narrative from storyboard to final cut.