

Nicole (Peilin) Wu

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Objective

A Creative and strategically minded student with hands-on experience in graphic design, web development, and product marketing. Seeking a co-op position to contribute to digital media production and marketing design. Passionate about blending design, technology, and storytelling to create engaging solutions for real-world challenges.

Summary of Qualifications

- Designed branding and marketing assets, including logos, packaging, and social media content
- Created UI/UX app prototypes and websites using Figma, HTML/CSS, and no-code platforms (Squarespace, Framer, Wix)
- Experienced in photography, video editing, and graphic design using Adobe Creative Suite
- Managed e-commerce content and strategy to boost traffic and conversions
- Skilled in live hosting, multitasking, and working under pressure in fast-paced environments
- Strong communication, teamwork, and problem-solving skills across diverse cultural settings
- Proficient in Microsoft 365, Google Workspace, Squarespace, and basic JavaScript (p5.js)

Education

University of Waterloo

Global Business & Digital Arts | Bachelor of GBDA

Experience

SILKYO | Live Product Host, Web Manager, Visual Content Creator | Sept 2024 - Present

- Hosted live streams to promote products through persuasive storytelling, boosting customer engagement and driving sales.
- Demonstrated strong public speaking skills and multitasking abilities in high-pressure, fast-paced environments.
- Managed e-commerce operations including product listings, content optimization, promotions, and data-driven strategy improvements to enhance traffic and conversion rates.
- Created cohesive visual content for web and social platforms, including photography, video, and graphic design assets for campaigns and seasonal promotions.
- Contributed to content strategy and brand presence on Instagram, YouTube and TikTok by producing short-form video content.

CICS Immigrant Youth Centre | Summer Camp Counselors | Jul 2022 – Aug 2022

- Assisted in organizing and facilitating youth programs and activities that promoted community engagement, leadership, and personal development.
- Collaborated with program staff in coordinating events, supervising participants, and ensuring a safe, inclusive environment for immigrant youth.

Projects

2023 Yearbook Edition | 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.

UI UX Design Project | Sept 2025 – Nov 2025

- Designed a mobile app prototype in Figma, focusing on user-centered design and intuitive interface flow.
- Conducted user research and created wireframes, user flows, and high-fidelity mockups.
- Applied design principles to enhance usability, accessibility, and visual consistency.

SILKYO Brand Identity Design | Jan 2025 – Mar 2025

- Designed the logo and developed core brand visuals for a start-up jewelry brand.
- Created a cohesive visual identity system, including color palette, typography, and brand tone.
- Ensured brand consistency across packaging, social media, and marketing materials.

Antique of Times Documentary | Mar 2025 – Apr 2025

- Participated and produced a documentary capturing the legacy and craftsmanship of a historic clock shop, highlighting its cultural and generational significance.
- Conducted interviews, shot and edited footage, and crafted a compelling visual narrative to preserve the store's story and engage a broader audience.
- Collaborated with local business owners and community members to ensure authenticity and historical accuracy.

Premier Protein Rebrand | Feb 2025 – Mar 2025

- Rebranded Premier Protein with a partner, including new logo, packaging design, and marketing strategy.
- Developed visual identity aligned with active lifestyle branding to attract a younger demographic.
- Created mockups and promotional assets to communicate the refreshed brand across digital and retail platforms.

Language

Fluent: English | Mandarin | Cantonese

Currently Learning: Japanese | Korean | French