

Tracy Ma

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EDUCATION	Bachelor of Design Honors. York University Sheridan College Joint Program in Design Sept 2006 to April 2010	This degree provided a multi-disciplinary platform to combine creative thinking with technical know-how. Courses offered in web design, video editing, information design, book design and editorial design
EXPERIENCE	Designer Bloomberg Businessweek Nov. 2011 to present	Design and art direction for Businessweek's Year in Review issue
	Editorial Designer, Toronto Life Magazine Feb. 2011 to Oct. 2011	Responsible for the design of the front of book section, as well as the arts and culture section Content varies from month to month. Some assignments have been pre-templated while others required close communication with writers and the photo editor. Some assignments took form as charts and infographics
	Junior Designer, Leo Burnett Canada Aug. 2010 to Jan. 2011	Designed print materials for Bell Canada, Elections Ontario, TransCanada, and Invesco Produced pitches to clients such as BMW and Diet Coke
	Editorial Designer, Toronto Life Magazine Re-Design May to July 2010	A continuation of the work I did as an intern at the magazine. Worked closely with the art director and the editor in chief on the magazine's re-design project. Closely examined the magazine's long history, its relationship to the city, and its role as a printed publication
	Intern, Underline Studio, Toronto Aug. 2010	Designed printed pieces for Prefix Photo, UoT Magazine, Precedent Magazine, and University Affairs magazine
	Intern, Toronto Life Magazine May to July. 2010	Research and concept developement for the magazine's re-design project
	Intern, One Company, Hong Kong May to August 2008	Print graphics and lookbook design for a boutique denim brand
FREELANCE	Synchro Crossings Nov. 2011	Print and lookbook design for a Japanese fashion label
	Melow par Mélissa Bolduc Aug. 2011	Re-branding for a French Canadian fashion designer based in Montreal
	Toronto Life Magazine Aug. 2011	Illustration for the TIFF Lightbox infographic
	Think Magazine Mar. 2011 to Present	Art direction and re-design for a magazine about financial-risk management
	Skin Essence Feb. 2011	Branding for a line of organic skincare products
	Smith Restaurant Dec. 2010	Branding and menu design for a restaurant

SKILLS

Proficient in Adobe Photoshop, Illustrator and InDesign CS5, HTML, CSS, Fontographer, Wordpress, Final Cut Pro. Fluent in English, Cantonese and Mandarin.

AWARDS AND CERTIFICATES

CLIO, The One Show New York, Coupe Magazine Awards top Ten, Design Department Alumni Award

SHOWS

MoMA, Talk to Me exhibition

REFERENCES

Available upon request