

Sarah Tong

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I'm a **UX designer** with a background in **Marketing**. As a creative and business problem solver, I seek to create joyful, yet impactful digital solutions to bring value to users and results for businesses. Striving to be the bridge that connects both user and business, I engage in projects with a passion for **graphic design, web design, usability research, and marketing communications**, as well as with an enthusiastic, self-initiating work ethic.

SKILLS

DESIGN	UX Design, Graphic Design, Web Design, Prototyping, Motion Graphics, Video Editing, User Research, Usability Testing
MARKETING	Marketing Communication, Social Media Management, Market and Industry Research, Data Mining and Analytics, Survey Development, Campaigning, Event Planning
TECHNICAL	Illustrator, Photoshop, Premiere Pro, After Effects, Adobe Experience Manager, HTML/CSS, Wordpress, Sketch, InVision, Marvel, Design Sprints, Microsoft Office, Campaigner, Hootsuite, Prezi

MARKETING + DESIGN EXPERIENCE

Sept 2016 – Sept 2017	COMMUNICATIONS & MARKETING ASSISTANT International Co-op Office, Simon Fraser University
	ROLE Created visual, video media, as well as written content for weekly emails and social media to promote international internships and inspire students to work abroad. Beyond promotional marketing, also spearheaded contests to engage with students who were or have been on an International Co-op; improved information accessibility on the International Co-op website; as well as mined data and developed a survey to support future promotional efforts.
	RESULT Expanded analysis, research, and critical thinking skills by evaluating the underlying purpose of data mining and survey projects then extracting key information to meet organizational needs. Deepened knowledge of HTML/CSS and UX/UI principles through restructuring website content and increasing interactive animations yet ensuring information is easy to find and flows sensibly with the user journey.
May 2016 – May 2017	VICE PRESIDENT OF VISUAL COMMUNICATIONS Student Marketing Association (SMA), Simon Fraser University
	ROLE Generated visual content for branding and promotional purposes for the student-run organization, the Student Marketing Association. Coordinated with the Vice President of Marketing to strategize how materials will be communicated on various social media platforms. Also, recruited, mentored, and monitored coordinators to support them in skill development in visual design and marketing.

RESULT Advanced management skills by devising and implementing executive plans to improve member retention and engagement, as well as formulating project briefs and overseeing coordinators so that projects meet set expectations and align with the SMA brand. Reinforced communication skills through facilitating design feedback with individuals that are less familiar with design principles, as well as through persuading students on-campus or via social media to join SMA.

June 2015 - Nov 2015

MARKETING COORDINATOR
Student Marketing Association (SMA), Simon Fraser University

ROLE Responsible for promotional digital material for Marketing in Focus 2015, a conference created for students to expand their understanding of the opportunities within the Marketing industry. Produced graphics and wrote an accompanying description for SMA's social media platforms; created the Marketing in Focus website; implemented marketing campaigns to raise awareness, promote ticket sales, and maintain good relations with ticket buyers.

RESULT Facebook posts have attained a highest recorded reach of approximately 4,300 people and helped in ticket sells which sold out nearly two weeks before event day. Strengthened organizational skills by creating a marketing plan to streamline all promotional activity from scheduling social media posts to planning the printing of material for various campaigns. Also gained strong management skills through coordinating with other organizing committee members to acquire material in a timely manner for social media posts.

ACHIEVEMENTS =====

Nov 2017 **INAMOTO & CO. MENTORSHIP OPPORTUNITY**
Two out of the 8 team projects from a senior Experience Design course were selected by the Product Design Lead of the New York design agency, Inamoto & Co. Teams received mentorship for the final course project.

April 2014 **DEAN'S HONOUR ROLL**
Awarded to students for achieving a grade point average of 3.50 and above

Sept 2012 **THE B.C. SECONDARY SCHOOL SUMMIT ENTRANCE SCHOLARSHIP**
Scholarship awarded to students who achieve an average of 91% or above upon admission

June 2012 **ARTONA AWARD**
Awarded to students for excellence in photography

July 2006 - Dec 2006 **GRAPHIC DESIGN AWARDS**
Thirty-eight awards granted by online communicates for distinction and participation in graphic design contests

EDUCATION =====

Sept 2012 - Present **BACHELOR OF BUSINESS ADMINISTRATION**
Business and Interactive Arts and Technology Joint Major, Design concentration

Beedie School of Business + School of Interactive Arts and Technology | Simon Fraser University