

Sarah Tong

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I'm a UX Designer with a background in Marketing. Leveraging a creative and business mindset, I seek to create joyful yet impactful digital solutions that not only bring value to users and businesses, but also empower them to do better. With my enthusiasm for **visual design**, **user research**, and **web development**, I strive to bring the detail of design with the awareness of the larger business picture to bridge both user and business.

Skills

DESIGN

UX/UI Design
Graphic Design
Prototyping
Web Development
User Research
Usability Testing
Motion Graphics
Video Editing

MARKETING

Brand Strategy
Social Media
Market/Industry Research
Data Analytics
Survey Development
Campaign Strategizing
Event Planning

TECHNICAL

Photoshop
Illustrator
Premiere Pro
After Effects
Experience Manager
HTML/CSS
WordPress
Sketch
Figma
InVision
Campaigner
Hootsuite
Prezi
Keynote

Design & Marketing Experience

PRODUCT DESIGNER & WEB DEVELOPER INTERN

Sept 2019 – Present

Guusto

Independently revamped the marketing website using HTML/CSS, JS, and Bootstrap to improve messaging and usability for the startup in employee recognition space. Transformed an ROI calculator from an Excel sheet into a webpage to simplify communication around the return on using Guusto for customers and the sales team. Currently improving the product experience of their recognition platform.

WEB DESIGN & BRANDING FREELANCER

Dec 2018 – Present

Freelance

Enhanced web presences for clients through conceptualizing and developing new websites, refining existing ones, and creating a new brand identity. Developed websites in HTML/CSS/JS, Bootstrap, WordPress, and Shopify. Clients include small businesses and organizations in the social impact space, namely Knack Academics, National Social Value Fund, Pia Wood, and RADIUS SFU.

DESIGN INTERN

May 2018 – Sept 2018

Railyard Lab, Dossier Creative

Worked alongside an intern team within the agency, Dossier Creative, to create new brand identities for three clients in the social impact space, namely Mission Possible, RADIUS SFU, and refresh. Analyzed the brand to produce a cohesive brand strategy as well as a variety of digital and print assets, including a WordPress website, brand guidelines, business cards, and printed material. As well, acted as a point of communication between client and the intern team.

COMMUNICATIONS & MARKETING ASSISTANT

Sept 2016 – Sept 2017

International Co-op Office, Simon Fraser University

Promoted international internships and inspired students to work abroad through creating visual, video media, as well as written content for weekly emails and social media. 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.

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Volunteer Experience

SOCIAL MEDIA COORDINATOR

Feb 2018, Feb 2019

Touchpoint Interaction Design Conference, Simon Fraser University

Promoted and created brand-aligned social media content for Touchpoint, a two-day event for students and industry professionals that consists of design talks and interviews. Created a new Instagram account, managed social media outreach leading up to the event, and live-tweeted the conference.

SEATTLE SPATIAL DESIGN CHARETTE MENTOR

March 2018

Spatial Design Course, Simon Fraser University

In a multi-class-wide design charette, I guided a team of five students to study architectural spaces around Seattle, as well as supported them with their spatial design proposal through providing feedback and direction on form, concept development, copywriting. The team placed top 5 in the class.

VICE PRESIDENT OF VISUAL COMMUNICATIONS

May 2016 – May 2017

Student Marketing Association (SMA), Simon Fraser University

Generated visual content for branding and promotional purposes for the student-run organization. Coordinated with the Vice President of Marketing to strategize campaigns and improve student engagement. Also, recruited, mentored, and managed coordinators to support them in developing visual design and marketing skills.

Achievements

MENTORSHIP RECIPIENT

Nov 2017

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.

DEAN'S HONOUR ROLL

April 2014

Awarded to students for achieving a grade point average of 3.50 and above

Education

SIMON FRASER UNIVERSITY

Sept 2012 – Present

BBA, Business and Interactive Arts & Technology Joint Major with Design Concentration
Beedie School of Business, School of Interactive Arts & Technology