

Sarah Tong

sarahtong.ca
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778-928-4399

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
Web Development
Prototyping
User Research
Usability Testing
Personas
Journey Frameworks
Graphic Design
Motion Graphics
Video Editing

TECHNICAL

Figma
HTML/CSS
Bootstrap
Illustrator
Photoshop
Premiere Pro
After Effects
WordPress
Sketch
InVision
Keynote

MARKETING

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

Design & Marketing Experience

SENIOR PRODUCT DESIGNER & WEB DEVELOPER

Sept 2020 – Present

Guusto

Spearheaded the design overhaul of a rewards and recognition platform and helped the B2B SaaS startup grow to the #1 highest rated solution within the employee recognition space. Modernized and improved the web and app experience as well as proposed new feature designs; led user research and testing; oversaw the design and front-end development of the marketing website; and created assets and prototypes to support sales and marketing initiatives. Also responsible for building the design team from the ground up and providing mentorship, guidance, and constructive feedback to support interns in their professional and personal development.

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, e-commerce, education spaces namely National Social Value Fund, RADIUS SFU, Pia Wood, and Knack Academics.

PRODUCT DESIGNER & WEB DEVELOPER INTERN

Sept 2019 – Aug 2020

Guusto

Independently revamped the marketing website using HTML/CSS, JS, and Bootstrap to improve messaging and usability for the startup in employee recognition space. Redesigned the product experience of their recognition platform on the web and app, producing low and high-fidelity wireframes, prototyping, and user testing.

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.

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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.

Volunteer Experience

SEATTLE SPATIAL DESIGN CHARETTE MENTOR

March 2018

Spatial Design Course, Simon Fraser University

In a multi-class-wide design charrette, 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, SIMON FRASER UNIVERSITY

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, SIMON FRASER UNIVERSITY

April 2014

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

Education

SIMON FRASER UNIVERSITY

2020

Beedie School of Business, School of Interactive Arts & Technology

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

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REFERENCES

MS. AMY LEE

International Co-op Coordinator at SFU

Email: icoop@sfu.ca

Work Phone: (778)-782-2189

Relationship: Reported to Amy on project updates

MS. CHERIHAN HASSUN

Strategist + Railyard Manger at Dossier Creative

Email: cherihan@dossiercreative.com

Work Phone: (778)-325-5779

Relationship: Reported to Cherihan on project updates and personal working experience

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MS. AMY LEE

International Co-op Coordinator at SFU

Email: icoop@sfu.ca
Work Phone: (778)-782-2189

Relationship: Reported to the International Co-op Coordinator on project updates

MS. ANDREA TON

Former Vice President of Marketing
SFU Student Marketing Association

Email: andreakywt@gmail.com
Mobile Phone: (604)-783-7538

Relationship: Collaborated with the VP of Marketing to ideate and execute marketing campaigns

MR. JOSHUA FAN

Former Vice President of Marketing
SFU Student Marketing Association

Email: tcjoshuafan@gmail.com
Mobile Phone: (778)-251-8165

Relationship: Reported to the VP of Marketing on project updates