

# Sarah Tong

sarahtong.ca  
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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 improvements for businesses. To bridge both user and business, I bring a passion for **graphic designing, web designing, and usability researching** in detail, as well as **understanding the bigger business picture**.

## SKILLS

### DESIGN

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

### MARKETING

Brand Strategy  
Social Media  
Market Research  
Industry Research  
Data Mining and Analytics  
Survey Development  
Campaigning  
Event Planning

### TECHNICAL

Illustrator  
Photoshop  
Premiere Pro  
After Effects  
Experience Manager  
HTML/CSS  
Wordpress  
Sketch  
InVision  
Marvel  
Microsoft Office  
Campaigner  
Hootsuite  
Prezi  
Keynote

## DESIGN + MARKETING EXPERIENCE

### DESIGN INTERN

May 2018 – Sept 2018

Railyard Lab, Dossier Creative

**ROLE** --- Worked alongside an intern team to assist three clients in the social impact space achieve a new or refreshed brand identity. Analyzed the brand to produce a cohesive brand strategy as well as a variety of digital and print assets. As well, acted as a point of communication between client and the intern team.

**RESULT** -- Gained business and design thinking skills that are necessary in producing a brand identity and building good rapport with clients. Furthered graphic design and web development skills in HTML/CSS/JS and WordPress while integrating existing UX/UI knowledge.

### SEATTLE SPATIAL DESIGN CHARETTE MENTOR

Sept 2016 – Sept 2017

Spatial Design Course, Simon Fraser University

**ROLE** --- Guided a team of five students with their spatial design proposal through providing feedback and direction on form, concept development, copywriting, as well as studying architectural spaces around Seattle.

**RESULT** -- Learned to give feedback that's positive, yet constructive to support the team with project development.

### COMMUNICATIONS & MARKETING ASSISTANT

Sept 2016 – Sept 2017

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 through data mining, constructing surveys, and extracting insights to meet organizational needs. Deepened knowledge of HTML/CSS and UX/UI principles through restructuring website content and creating interactive animations yet ensuring information is organized and easy to find.

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## EDUCATION

### BACHELOR OF BUSINESS ADMINISTRATION

Business and  
Interactive Arts &  
Technology Joint Major,  
Design Concentration

Beedie School of Business,  
School of Interactive Arts &  
Technology, Simon Fraser  
University

Sept 2012 - Present

### VICE PRESIDENT OF VISUAL COMMUNICATIONS

May 2016 – May 2017

Student Marketing Association (SMA), Simon Fraser University

**ROLE** --- Generated visual content for branding and promotional purposes for the student-run organization. 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 conceptualizing and implementing executive plans to improve member retention and engagement, as well as by overseeing coordinators to ensure projects meet individual and organizational expectations. Reinforced communication skills through facilitating design feedback with individuals from a non-design background, as well as through persuading students on-campus or via social media to join SMA.

### MARKETING COORDINATOR

June 2015 - Nov 2015

Student Marketing Association (SMA), Simon Fraser University

**ROLE** --- Responsible for promotional 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 written content 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** -- An event that sold out nearly two weeks before event day with Facebook promotions attaining a highest recorded reach of approx. 4,300 people. As well, strengthened organizational skills by creating a marketing plan to streamline all promotional activity from social media posts to delivery of print material.

## ACHIEVEMENTS

### INAMOTO & CO. MENTORSHIP OPPORTUNITY

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

### THE B.C. SECONDARY SCHOOL SUMMIT ENTRANCE SCHOLARSHIP

Sept 2012

Scholarship awarded to students who achieve an average of 91% or above upon admission

### ARTONA AWARD

June 2012

Awarded to students for excellence in photography

### GRAPHIC DESIGN AWARDS

July 2006 - Dec 2006

Thirty-eight awards granted by online communicates for distinction and participation in graphic design contests