

Narrative

Biography

Hi! My name is Sharon and I love everything design-related: graphic design, game design, web design, and illustration. I have been working as a graphic designer for four years. I am currently expanding my design toolkit by pursuing a Bachelor's in Design at Concordia with a minor in Game Design. I am a teaching assistant for CART 253 and CART 263, courses that introduce students to programming fundamentals while encouraging experimentation and play in projects. I have created designs for clients across Canada like Eye-In Media, Annual Graduate Interdisciplinary Conference, SHIFT Centre for Social Transformation, Clip 'n Climb Laval, Reserve & Shop, McDonald's, Thai Express, and Cégep Beauce-Appalaches.

Ethos

As a designer, I strive to design with care for communities near and dear to my heart. Driven by storytelling and unique interactions, I create spaces of solace and opportunities for connection, be it in the digital or physical realm. I enjoy promoting education and positive mental health through my work.

My greatest superpower is the ability to move people. I aim to transform every step of the process into a collaborative and playful journey, igniting the feeling of ebullience for everybody. I will prioritize respect, transparent communication, and active listening. We all move forward together, empowered.

Inspirational designer

Chungi Yoo

<https://www.chungiyoo.com/>

Chung-Yun presents a beautifully-crafted portfolio container that complements her artworks. The portfolio container is sophisticated yet playful. I can see this combination of characteristics reflected in my desired portfolio since I have multidisciplinary works that range from graphic designs to game designs. Her website overflows with personality: we see it seeping through the use of simple animations, clever wordplay, and unique grid layout. She uses vibrant colours in the background that don't overshadow the works; I can use this as an inspiration as I create my own portfolio because I want to have a bright colour palette. She puts a spotlight on her works using large images that have a subtle animation to them. I can imagine myself implementing similar animations in my portfolio that again amplify the overall playful quality of the website. I love that one of her works is dedicated solely to her amusing illustrations, and that throughout the website we get a glimpse of these illustrations as well.

Most importantly, the portfolio encourages exploration with its seamless transitions from one section to the next, and with the hidden Easter eggs. An example of this is the asterisk page that serves no purpose other than to allow the visitor to freely roam in a playground space. Chung-Yun's website evokes a carefree feeling that showcases her personality without the need for words. I hope that the visitors who navigate my website get a similar feeling.

SHARON KU

sharonkudesigns@gmail.com | sharon-ku.github.io/portfolio

--> EDUCATION

**BFA Design,
Minor in Game Design**
Concordia University
Fall 2019 - ongoing

BEng Mech. Engineering
McGill University
Fall 2018 - Winter 2019
CGPA: 3.92/4.00

Pure & Applied Sciences
Vanier College
2016 - 2018
R Score: 37.43

--> TOOLS

Graphic Design
Photoshop, InDesign,
After Effects, Illustrator,
Procreate

Web Design & Prototyping
HTML, CSS, JavaScript,
jQuery, Figma

**Game Design &
3D Modeling**
Unity, Blender

--> LANGUAGES

English
French
Conversational Cantonese

--> SELECTED WORK EXPERIENCE

Graphic designer

Eye-in Media, Westmount | September 2018 - ongoing

- Design promotional material, infographics, social media posts, newsletters, ebooks, animations, menu boards, digital posters, postcards, and video tutorials
- Provide training to clients on how to navigate our software and design dynamic content for their TV screens
- Clients include: Clip 'n Climb, Thai Express, McDonald's, CIUSSS, Le Coq Frit, Confetti, Reserve & Shop, The Food Force, Cultures, Life Science Nutritionals, Cégep Beauce-Appalaches, Centre Frère-Moffet, Chabad of Westmount

Teaching assistant in the Department of Design and Computation Arts

Concordia University, Montreal | September 2021 - April 2022

- Assist students in understanding key elements of programming, covering topics such as JavaScript, arts-oriented p5.js library, jQuery, jQuery UI, HTML, and CSS
- Grade assignments

Game designer of *soyouwontforget*

Concordia University, Montreal | July - August 2021

- Commissioned to research, develop, and document an experimental game in the context of speculative play
- *soyouwontforget* is a game set in a world where people's memories are selective. Players are prompted to delete or keep memories related to the dead to optimize their memory storage.

--> ACADEMIC ACHIEVEMENTS

On the **Dean's Honour List** at McGill University for being among the top 10% of the Faculty of Engineering based on combined GPA for the fall and winter terms | 2018-2019

Recipient of the **Hydro Quebec Genie Bursary** at McGill University for academic achievements | 2018

On the **Dean's Honour Roll** at Vanier College for maintaining an average of 90% or above for all semesters | 2016 - 2018

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--> EDUCATION

BFA Design, Minor in Game Design Concordia University Fall 2019 - ongoing	BEng Mech. Engineering McGill University Fall 2018 - Winter 2019 CGPA: 3.92/4.00	Pure & Applied Sciences Vanier College 2016 - 2018 R Score: 37.43
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--> SOFTWARE SKILLS

Graphic Design	Web Design & Prototyping	Game Design & 3D Modeling
Photoshop, InDesign, Illustrator, After Effects, Procreate	HTML, CSS, JavaScript, jQuery, Figma	Unity, Blender

--> SELECTED WORK EXPERIENCE

Graphic designer

Eye-in Media, Westmount | September 2018 - ongoing

- Design promotional material, infographics, social media banners, newsletters, ebooks, animations, menu boards, digital posters, postcards, and video tutorials
- Provide training to clients on how to navigate our software and design dynamic content for their TV screens
- Create posts on website and social media platforms (Facebook, LinkedIn)
- Clients include: Clip 'n Climb, Thai Express, McDonald's, CIUSSS, Le Coq Frit, Kupfert & Kim, Confetti, Reserve & Shop, Cultures, Cégep Beauce-Appalaches, Centre Frère-Moffet, Centre L'Envol, Life Science Nutritionals, Villa Madina, Chabad of Westmount

Teaching assistant in the Department of Design and Computation Arts

Concordia University, Montreal | September 2021 - ongoing

- Assist students in understanding key elements of programming, covering topics such as JavaScript, arts-oriented p5.js library, jQuery, jQuery UI, HTML, and CSS
- Grade weekly assignments

Graphic designer for *Transforming Montreal in Times of Crisis*

SHIFT Centre for Social Transformation, Montreal | September 2021 - December 2021

- Designed Figma mockups for a website that presents Dr. Jen Gobby's findings on how communities transformed and adapted during COVID
- Goal of the website: to share findings in an accessible manner to incite social transformation and further discussion among community organizers
- Worked in a team of 4 designers, where we collaborated equally on ideation, branding development, information structure, and website design

Game designer of *soyouwontforget*

Concordia University, Montreal | July - August 2021

- Commissioned to research, develop, and document an experimental and interactive game in the context of speculative play
- *soyouwontforget* is a game set in a world where people's memories are selective, and players are prompted to delete or keep memories related to the dead to optimize their memory storage
- Practiced Master Data Management (MDM) processes throughout the game development

--> DESIGN PROJECTS

Video tutorials for Eye-In Media

June 2021 - July 2021

- Developed a series of [YouTube tutorial videos](#) that guide clients on how to use Eye-In Media's digital signage software.
- I was in charge of the entire creation process: scripting, voice and video recording, editing, and uploading.

Brand design for Cocon

January 2021 - April 2021

- In a team, designed the branding, packaging, mascot, and care package for a wearable that incorporates a heating pad

Poster design for the 26th Annual Graduate Interdisciplinary Conference

December 2021 - January 2021

- Designed Facebook and Instagram posters to promote a virtual lecture series: [SOVEREIGNTY AND INTER/DEPENDENCE](#)
- SOVEREIGNTY AND INTER/DEPENDENCE represents a culmination of what has been a four-month rumination of 'con-tact' as a site of critical intervention. The panel addresses diverse and situated forms of communication and assertion expressed through bodies, communities, and inter-generational contact.

Graphic design for Reserve & Shop

March 2020 - August 2020

- Designed an ebook, infographics, postcards, and social media banners to promote *Reserve & Shop*, an online booking platform for retailers to manage customer capacity during COVID-19

Emote designs for *shadowbryanofficial*

August 2021

- Illustrated exclusive Twitch emotes for a streaming channel for gaming

Video designs for Clip 'n Climb Laval

December 2018

- Designed a series of fun and energetic videos for the TV screens in a rock climbing gym
- The videos featured events, promotions, and announcements at the center

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--> CERTIFICATES

Concordia FutureBound certificates (development program for undergraduate students to acquire workplace skills) in:

- Communication & digital capabilities
- Leadership & collaboration
- Innovation & entrepreneurship
- Career development

--> LANGUAGES

French & English

Advanced | Speak, write

Cantonese

Intermediate | Speak