

SAMANTHA CHUNG

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CORE SKILLS

Adobe CC Brand Identity	Figma Prototyping	Maya Image Editing	High-fidelity wireframes User Experience Design
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WORK EXPERIENCE

EASTSIDE GAMES STUDIO

Digital Artist

(JANUARY 2023 - NOVEMBER 2023)

- **Multimedia Design Expertise:** Created a diverse range of graphics, videos, and storyboards using Adobe CC Photoshop and Illustrator, contributing to comprehensive marketing strategies for mobile games.
- **Collaborative Growth Team Contributions:** Played a key role within the Growth team, developing impactful ad campaigns and visually appealing art creatives aligned with IP brand guidelines to enhance user acquisition and engagement.
- **Prominent IP Collaborations:** Collaborated with well-known intellectual properties (IPs) such as NBC's The Office, CBS's Star Trek: Lower Decks, and FunkoPop!, demonstrating the ability to work within established brand aesthetics while contributing to successful marketing initiatives.

UBC PATHOLOGY

Video Editor

(FEBRUARY 2022 - JUNE 2022)

- **Collaborative Academic Project:** Partnered with faculty members at UBC Pathology to edit and produce motion graphic videos, demonstrating effective collaboration within a professional environment.
- **Adobe AfterEffects Proficiency:** Utilized Adobe AfterEffects to edit and compose video clips, showcasing technical expertise in creating cohesive and organized videos that aligned with the client's vision.
- **Client Vision Reflection:** Ensured the final videos accurately reflected the client's vision, emphasizing attention to detail and the ability to translate conceptual ideas into visually compelling motion graphics.

DESIGN EXPERIENCE

MAGAZINE EDITOR

SFU UPhoto

(FEBRUARY 2022 - SEPTEMBER 2022)

- **Strategic Visual Branding:** Orchestrated monthly magazine layouts and articles, skillfully promoting photography and the UPhoto club. Designed website layouts to showcase the magazine content and future club advertisements, ensuring a cohesive and impactful visual brand presence.
- **Event Marketing Expertise:** Collaborated with the Graphics team, contributing to the design of eye-catching event posts that effectively marketed UPhoto club activities. This involvement demonstrated a keen understanding of event promotion through compelling visual communication.

DESIGNER

Stormhacks

(MAY 2022)

- **Award-Winning App Concept:** Led a design team during SFU StormHacks Hackathon, earning an honorable mention for designing a cutting-edge habit application within the competition time frame.
- **Figma Interface Design:** Utilized Figma to craft a visually appealing and user-friendly interface for the habit application, demonstrating proficiency in collaborative design tools.

GRAPHIC DESIGNER

SFU CAC

(OCTOBER 2021 - SEPTEMBER 2022)

- **Strategic Visual Communication:** Designs compelling art creatives for SFU CAC events, strategically enhancing promotional efforts and ensuring consistency in brand identity across various announcements.
- **Impactful Branding and Communication:** Proficiently creates visually engaging designs that effectively communicate the essence of CAC events, contributing to increased engagement and attendance through impactful and cohesive branding.

EDUCATION

SIMON FRASER UNIVERSITY

Bachelors of Science in the School of Interactive Arts and Technology

(2020 - 2025)