

WanYi (Peggy) Chow

Education

Web and email development certificates

Noble Desktop

Founder Institute - start up accelerator

Bachelor of Arts in Design

State University of New York (FIT)

Professional Experience

Freelance Designer

Catchafire.org, Ramos Artal, CHE, Brooklyn

2016 - Present

Designed web sites, icons, logo and business cards.

Manage email marketing campaign from hand code responsive/fluid

bulletproof HTML email, QA, A/B testing with Litmus, deployment to analytics.

Hand-coded responsive bulletproof email and newsletters.

Founder

Mere Knit Design, Brooklyn

2016 - 2018

All aspects of socially conscious cashmere knitwear brand launch including:

Design, user research with fitting sessions, consolidating feedback and iterating

on changes, build a partnership with the factory and oversee development of

products through feedback, e-commerce, marketing, web, and social media

presence, pitching to partners/investors, market research, and analytics.

NY Alumni

Founder Institute, Start-Up Program

2016 - 2017

A journey where I learned everything about running a startup. It was a humbling

experience in which I learned how to pitch ideas: creating a pitch deck, growth

hacking, user research, testing ideas, presenting to mentors and advisors, taking

feedback and criticism.

Community Organizer

Think Act Change, NYC

2015 - 2018

Organized and built engagement of 500+ member social impact group, with

online and offline presence; email/newsletter, slack channel, documentary

screening, speakers and fundraising efforts.

Empathetic

Entrepreneurial

Resourceful

Designer

Coder

Organizer

Peck

wanyichow@ymail.com

Talk

(718) 737-6878

Scroll

wanyichow.com

Connect

linkedin/in/wanyichow

Graphic CAD designer

Moret Group, NYC
2015 - 2017

Collaborated, communicated with cross-functional partners on designing graphics, packaging, catalogues and marketing sale tools.

Design consultant

Rag & Bone, MNZ, SUNO, CK Jeans, Burch Creative, NYC
2013 - 2015

Designed assortments of sweaters for clients, and delegated workflow and process from sourcing materials, fit session, sketch, color layout to evaluating workmanship and feedback for improvement.

Community Involvement

Max Rose Campaign 2018

Canvassed, delegated and persuaded voters as part of the campaign, and conducted follow-up visits to get out and vote. Practiced active listening and reflecting on the issues to connect with voters, and built common ground for call to action.

Refugee Causes

Fundraising and hosting committees at IRC. Secured sponsorships for IRC genR events. Volunteered at fundraising events to increase member engagement. Member of social task force committee at CBE. Secured over two dozen boxes of corporate clothing donations for NuDay Syria.

Skills

Professional level proficiency in Illustrator, Photoshop, Keynote and Power Point. Experience with HTML/CSS web development, HTML email and mobile responsive with media queries. Experience with email maketing campaign from design, deployment and analytics. Working knowledge of Javascript and jQuery, InDesign, Dreamweaver, Figma and Sketch. Fluent spoken and written Chinese Cantonese.

Dabble

Surfing	Podcast	Matzo ball soup	The xx
Kombucha	Dinner hosting	Bulletproof mocha	Kayaking
Gardening	Sudoku	Knitting	Sci-fi
Audible	Drawful	Biking	Shabbat
Health hacks	Community organizing	Indo Jazz	Mycology
Dim Sum	Plant swaps	Philosophy	Meditation