

WINKIE NG

Graphic & Product Designer

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MY PASSION

Detail-oriented graphic and product designer with a 2 years of related work experience. Demonstrated commitment to design innovation and a passion for pushing creative boundaries. Eager to leverage my skills and enthusiasm to contribute positively to dynamic teams, while continuously seeking opportunities for growth in the ever-evolving field of design.

DESIGN TOOLS

Graphic Design / Illustrator, Photoshop, InDesign

3D Modeling / Maya, SolidWorks, Blender, OnShape

Video Editing / Premier Pro, After Effects, Final Cut Pro

Others / HTML, CSS, Figma, Protopie, MS Office

WORK EXPERIENCE

Website Merchandising, Marketing, and Social Media

Langley Farm Market

Mar 2024 - Current

Internship

- Collaborated with the marketing team to enhance brand guidelines, refining elements such as color palette, typography, and digital platform usage to elevate brand appeal and resonate effectively with target audiences.
- Developed comprehensive content strategies following refined brand guidelines for social media, e-commerce, store flyers, and printed calendars, ensuring consistent brand representation across both printed and digital platforms.
- Maintained website integrity by updating product listings with meticulously crafted descriptions and high-quality digital assets.

Tools: Illustrator, Photoshop, Figma, Canva

Graphic Designer

SUNÉ

May 2023 - Feb 2024

Contract Full-Time

- Conceptualized diverse illustrations, showcasing proficiency in bottle and sachet packaging designs while maximizing brand consistency and aesthetic appeal.
- Implemented color, typography, and layout to optimize design graphics, illustrations, and multimedia content for websites, in order to enhance brand recognition and engagement.
- Collaborated with the design team to develop project mascots and featured product visuals, aligning them with market trends and strategic goals.

Tools: Illustrator, Photoshop

Multimedia Designer & Production Coordinator

Zen Maker Lab

May 2021 - Aug 2022

Co-op

- Create the company's mascot and various products for course content, including illustrations for achievement booklets, stickers, mats, and posters.
- Assisted the marketing team in producing advertising materials and partnered with local stores to design laser-cut cup coasters and keyholders.
- Worked with the engineering team to develop course activities and provided design recommendations to enhance the user experience of the products.
- Received orders from both internal and external clients to design, print, and fabricate diverse items, including laser-cutting, 3D printing, and vinyl printing.

Tools: Illustrator, Photoshop, InDesign, SolidWorks, Maya, TinkerCAD

CREATIVE EXPERIENCE

Graphic and UX/UI Designer

Vancouver Aquarium

Academic Project

Sep - Dec 2023

- Created graphics and illustrations for the app, social media posts, posters and introduction video, aligning with the Vancouver Aquarium's brand identity.
- Designed UI elements for a seamless and visually appealing experience tailored for young users, prioritizing intuitive navigation and clear information architecture.
- Implemented subtle micro animations to enhance interactive functionality and aesthetic appeal, enriching the aquarium exploration experience.

Tools: Illustrator, Premier Pro, Figma

Visual Designer

Ghost Keyboards

Academic Project

Jan - Apr 2023

- Created visually appealing app graphics, such as icons and illustrations, ensuring consistency in tone, and messaging to reinforce brand image.
- Developed wireframes and UI to visualize the app's layout and functionality for intuitive navigation in the drink recommendation process.
- Produced marketing collateral such as posters, flyers, and banners to promote the app, maintained brand identity and effectively communicating key messages.

Tools: Illustrator, Canva, Figma, Protopie

UI Designer

Xing Fu Tang, LLC

Academic Project

Sep - Dec 2022

- Implemented redesign solutions to enhance site functionality and visual appeal to elevate user experience and align with client objectives and industry standards.
- Created detailed wireframes and prototypes to communicate proposed website changes, aiding stakeholder decision-making and project goal alignment.
- Conducted usability testing to gather feedback and validate the effectiveness of design changes, ensuring a seamless and user-centric browsing experience.

Tools: Figma, HTML, CSS

Graphic Designer & Marketing Assistant

Literati Kids Education Center

Volunteer

Jun 2017 - Jul 2018

- Assisted in developing and implementing age-appropriate lesson plans, enriching learning experiences with creative activities and materials.
- Developed and crafted teaching materials tailored for children's use and enjoyment during class activities.
- Organized and updated family records to facilitate efficient communication and decision-making in education.

Tools: Illustrator, MS Office

EDUCATION

B.A., Interactive Arts and Technology

Simon Fraser University

Sep 2018 - Jun 2024

- Design Concentration, Print and Digital Publishing Minor
- An interdisciplinary research-focused school integrates human experience science, media, culture analysis, original art creation, and innovative technology. Curriculum covers graphic design, product design, UX/UI design, industrial design, and video editing.