



reach me  
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www.winonaso.com  
www.winsemporium.etsy.com

# Winona So

## hello

I'm a graphic designer who strives to create the perfect balance of beauty and clarity through design.

I have experience in both print and digital design ranging from presentations, reports, bids, social media, exhibition design, and trade shows.

Toronto, ON

## education

**MASTER OF DIGITAL MEDIA, Ryerson University**  
*September 2016 - August 2017*

Masters Thesis - AvatarMe: Digital Avatars in a Theme Park Queue  
Creating a Better Experience and an Emotional Connection

Graduate Assistant for Creativity and Collaboration (CRI 810), Teaching  
Assistant for Digital Skills and Innovation for the Global Economy (EID 100)

Ryerson Graduate Fellowship Scholarship

**BACHELOR OF ARTS, University of Waterloo**  
*September 2010 - December 2014*

Major in Honours English - Rhetoric & Professional Writing,  
specializing in Digital Arts Communication

Arts & Business Co-op Program

University of Waterloo Merit Scholarship

2014-2015 - Rhetoric and Digital Design Award

## passions

### ETSY STORE

[www.winsemporium.etsy.com](http://www.winsemporium.etsy.com)

I am the creator and designer of Wins Emporium that sells  
hand-made cross stitch patterns, designs, and buttons.

### UNIT GUIDER, 68th Toronto Guides

Currently serving as 68th Toronto Guides Unit Treasurer and Guider

Spent 10 years as a girl member with 8th Vancouver Girl Guides

Received Chief Commissioner's Award and  
Richard C.C. Tse Outstanding Guiding and Scouting Award

## work experience

**SENIOR GRAPHIC DESIGNER, Tulip**  
*November 2018 - Present*

Responsible for executing creative concepts, design, production of brand  
assets for both print and web for marketing campaigns

Design and create RFPs in order to win contracts from external companies

Work with external agencies in organizing and design of booth, signage,  
collateral, and advertising for events and trade shows

**PROGRAM COORDINATOR, University of Toronto**  
*September 2018 - Present*

Manage and assist the Technology Leadership Initiative program by running  
industry events, workshops, and site visits

Provide general administration support to professors and executives leading  
the program

**GRAPHIC DESIGNER, Lord Cultural Resources**  
*October 2017 - June 2018*

Create PowerPoint and Word templates for presentations, reports, and bids in  
order to win contracts from potential clients

Design large scale graphics for museum exhibitions, as well as displays,  
handouts and pamphlets for conferences

Implement and code web pages for the company website ensuring visual  
consistency and appeal

**FREELANCE GRAPHIC DESIGNER, Munaluchi Bridal**  
*January 2016 - December 2016*

Designed and created assets for various social media outlets

Created posters, postcard invitations, and digital badges for bridal  
conventions and events

**DIGITAL PRODUCTION ASSISTANT, Centre for Extended Learning**  
*April 2015 - April 2016*

Develop lecture slides and materials for University of Waterloo online courses

Collaborated with professors, other production assistants, developers in  
designing and publishing course content

Created illustrations and icons for information graphics, and diagrams in  
online courses with Adobe Illustrator

talk to you soon!