Graphic Designer | UX Designer | Marketing Creative

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# **Work Experience**

### Marketing & Communication Intern (September 2023 - June 2025)

### Toronto Global - Toronto, ON - Full Time

- o Contributed to the development of Toronto Global's new Brand Guidelines, set to launch in 2025
- o Designed branded visual assets for both digital and print, including the Annual Report, Al guideline, and so on.
- o Monitored media trends and business advantages of the Toronto Region (weekly news monitor)
- o Assisted in content calendar planning and created original content for social media and the corporate website
- o Enhanced understanding of Toronto Global's value proposition for businesses

### Marketing Intern (July 2023 – August 2023)

#### Branding Badge - Toronto, ON - Intership

- o Created visually captivating assets for digital campaigns, including graphics, images, videos, and animations
- o Contributed to content creation for digital platforms, including blog posts, social media updates, and website content
- o Managed website updates to ensure a seamless user experience
- o Maintained brand consistency across all marketing initiatives

### Creative Marketing Intern (July 2023 - August 2023)

#### Pfenning Group, LLC & Equipment Dudes – Cleveland, OH – Apprenticeship

o Redesigned and maintained websites for both companies, enhancing their online presence and user experience

### Graphic Design (May 2021 – December 2022)

Innovative Hub (SG) Pte Ltd - Ho Chi Minh, VN - Fulltime

- Media Graphic Design: promotion banners, social ads, infographics, video clips, email templates, landing pages for events, catalogs...
- Created graphics, icons, illustration graphics for websites
- Designed website interface for stores on Alibaba according to guidelines
- o Designed publications to support events and strategies (backdrop, standee, leaflet, catalogs...)

# Education

### Master of Digital Media (January 2023 – January 2024) Toronto Metropolitan University – Toronto, ON

#### o 12 -months intensive STEM program

o GPA: 3.9

### Bachelor Degree in Digital & Studio Arts (2019 – 2021) The State University of New York – Oneonta, NY

- o Dean's List (2019) | Provost's List (2020) | Dean's List (2021)
- o Andritz Rightmire Award for Creativity
- o GPA: 3.88

### Associate Degree in Liberal Art (2017 – 2019) Seattle Central College – Seattle, WA

• High school diploma program (2+2)

o GPA: 3.7

# Certificate

### Google UX Design Certificate:

- o Coursera April 2023
- Credential URL: <u>https://www.coursera.org/account/</u> accomplishments/professional-cert/9K7TK94Y6YHE

# Google Digital Marketing & E-commerce:

- o Coursera August 2023
- Credential URL: <u>https://www.coursera.org/account/</u> accomplishments/professional-cert/XG9EAAAYVUAQ

# Software

Adobe XD | Figma | Adobe Creative Suite | Adobe Indesign | Adobe Photoshop | Adobe Illustration | After Effects | Adobe Premiere Pro | Microsoft Office | Canva | WordPress | Wix | Google Analytics