

VIVIAN WONG

CREATIVE MINIMALIST @ITSHERIDEA

CONTACT

vivian.w@itsheridea.me
www.itsheridea.me



EDUCATION

Introduction to Marketing

The University of Pennsylvania Wharton School 13'

Communication and Advertising (BA Hons)

University of Toronto (Mississauga Campus) 12'

Certificate in Digital Communication

Sheridan College 12'

ACHIEVEMENT

Top 3 finalist in the Canadian Regional Award 2016

SKILLS

Graphic & web design

Print & Web Material

Source & create new graphics

Color & Typography

Multi-tasking & Time management

Social Media

Conceptualization

Detail Oriented

Project Management

Photography

Photo and video editing

HTML/CSS

Interpersonal & communication skills

Initiative

SOFTWARES I USE

Mac & Window, InDesign, Illustrator, Sketch,

Muse, Photoshop, Dreamweaver, Keynote,

Powerpoint, Word, QuarkXpress, Acrobat,

Prezi, Mail Chimp, Constant Contact

PROFILE

I am a motivated and energetic graphic designer with over 4 years of experience in both print and digital environment. With previous experience collaborating with a wide range of clients to achieve their marketing and visual goal, I particularly enjoy challenges and love to translate creative vision across multiple media channels.

EXPERIENCE

September 16' to Present

CBRE - NATIONAL INVESTMENT TEAM | GRAPHIC DESIGNER

As a graphic designer at the NIT Team at CBRE, I have to create and design Confidential Information Memorandum ("CIM") with an average of 40 pages per project that includes photos, info-graphic, maps and various graphic elements. In addition to designing the CIM, I have to create newspaper ad, flyer and email campaign to support the marketing strategy for each project. During peak season, I have to complete both CIM and flyer every week.

March 14' to Present

IT'S HER IDEA | FOUNDER & GRAPHIC DESIGNER

As a designer and founder of It's Her Idea, I translate marketing concept into visual representations for clients such as Chesvisual, Mystic Drumz, Camp KidsTown, Health Care for Pets, PopRx, Investment Planning Counsel, Epoch Times and Blulvy Group, The Pixel Shop.

Accomplishments:

Top 3 finalist in the Canadian Regional Design Award 2016.

Key Projects:

Murtz Jaffer Website, Affinity Financial Group Website, Take 5 Lounge website, PopRx (Trade show banners and materials, Ambassador Program, Press Kit, Brand guide, App UI), Investment Planning Counsel (Corporate Marketing Materials), Blulvy Group (Social Media Campaign), Epoch Times (Newspaper Editorial Design), Health Care for Pets (Web collateral and Email template), The Pixel Shop (create website and event poster for their clients).

March 14' to September 16'

ADHOCWORKS | FREELANCE GRAPHIC DESIGNER

Design compelling internal and external marketing materials for brands such as Rogers, ADP, and Sheridan College. Conceptualize and design effective creative solution such as PowerPoint and Prezi presentation, trade-show booth, advertisement, brochures, and infographics.

December 15' to July 16'

GLOBAL PET FOODS | GRAPHIC DESIGNER & MARKETING COORDINATOR

Produce graphic design work to support marketing effort for over 170 stores across Canada. Generated website, magazine layout for Healthy Pet Journal, quarterly flyer, advertising, postcards and presentations. As a lead designer for the Healthy Pet Journal, I revitalized the look and feel of the magazine while maintaining the brand standard. I have also managed the magazine's flat plan and work back schedule while coordinating with vendors and writers for article and ads.

Key Projects:

Healthy Pet Journal (Photography and Art Direction), Show Us Your Heart Campaign (Poster, landing page, banners, social media posts, Video), Event promotion material (Postcards, Posters, Newspaper and Magazine Ad), Flyer.

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EXPERIENCE

October 14' to November 15'

THE EPOCH TIMES | GRAPHIC DESIGNER

Design and modify ads, advertorials, and editorials that meet clients' branding and marketing strategies. Participated as a key designer in executing design for editorial pieces and advertisements in the magazines - "Travel Ontario: Holiday Life Winter 2014" and "Travel Ontario: Summer 2015" published by the Epoch Magazine Inc.,

Key Projects:

Article Layout - GTA Entertainment (on-going), Holiday Life Magazine, Travel Ontario Magazine, Summer Camp Event Material.

October 13' to February 14'

ZERONA CANADA | ASSISTANT MARKETING DIRECTOR

Report directly to the CEO/Owner of Zerona Canada. Oversee marketing plans and materials, and to ensure materials designed to adhere to the company branding standard. Execute designs that maximize the benefit of the marketing campaign.

March 13' to February 14'

CARDIOMED HEALTH CLINICS & REGENCY FITNESS | GRAPHIC ARTIST

Report directly to the CEO/ Owner of the organization. Responsible for designing all kinds of marketing materials such as brochures, folders, coupons, booklets, posters, and email blasts. I have also collaborated with gym managers and corporate managers in designing corporate packages to promote our facilities.

October 12' to April 13'

THE MEDIUM | GRAPHIC DESIGN EDITOR

Collaborate with editors in designing various materials for the newspaper, including advertisements, illustrations, and infographics. In addition to weekly design tasks, I have also designed a media kit for our marketing team to promote the newspaper and to encourage companies to advertise with us.