

EDUCATION

BACHELOR OF FINE ARTS
Honours, Visual Art
York University
2004

GRAPHIC ARTS & PREPRESS
Postgraduate Diploma
Humber College
2005

SKILLS

- Adobe Master Suite; expertise in Photoshop, Indesign, and Illustrator.
- Extensive experience with After Effects, HTML5, Wordpress.
- Experienced in book/publication design, typography and photography.
- Ability to manage multiple projects simultaneously under tight deadlines.

PROFESSIONAL EXPERIENCE

December 2013 – Current

ROGERS

Web Designer and Usability Analyst
(project-based contract)

Re-design and test the Rogers New Employee and Hiring Manager toolkits on the Rogers Intranet. Improve the user experience and other web properties of an existing Intranet site with an overall goal of improving website traffic and usability.

October 2012 – November 2013

70 MAIN STREET

Senior Interactive Designer

Art direct conceptualize and produce prototypes for interactive and traditional media campaigns for clients including Scholastic, PWC, Scotiabank, TD Bank, Rogers, Nickelodeon. Work directly with the Creative Director to hash out new ideas and activations. Wireframed UI and produced designs for mobile apps, TV tickers, with a strong emphasis on user experience. Created animated video and brand-idents.

November 2011 – October 2012

CIBC

User Experience Visual Designer
(1-year contract)

Designed graphics for all eChannels managed properties, including CIBC.com, Online Banking, ABM Online Brokerage sites, President's Choice Financial, CIBC World Markets and more. Worked directly with stakeholders and produced design concepts based on an in depth understanding of creative, technical, and interface design principles and best practices and the business requirements, while adhering to CIBC Brand and online standards. Contributed to Internet Channel customer satisfaction targets from an online user experience, design and content perspective by producing design concepts that meet IC online standards, brand standards and best practices interface designs.

August 2008 – August 2011

RESEARCH IN MOTION

Multimedia Designer

Enhanced the branding and visual communications of presentation and online materials through strategic design, planning and development while building the corporate brand guideline over a broad spectrum of internal groups. Design of BlackBerry brand print and web collateral: marketing materials, brochures, powerpoint presentations newsletters, **Blackberry.com** website, 3d simulations, and web-based training. Presented artwork to clients building and maintaining strong effective working relationships with business stakeholders.

March 2007 – August 2008

THOMPSON EDUCATIONAL PUBLISHING

Senior Graphic Designer

Art directed, designed and coordinated the production of Higher Education and Secondary school textbooks and supplement websites, rebranding, as well as promotional materials such as flyers, banners, posters, and lanyards. Oversaw production within an InDesign/InCopy workflow, and liaising with freelancers and print vendors.

February 2006 – March 2007

PEARSON EDUCATION CANADA (PENGUIN GROUP)

Higher Education Production Coordinator
(1-year contract)

Responsible for the production of Higher Education textbooks from manuscript to finished product. Tasks include scheduling, estimating and communicating closely with vendors, printers, editorial, design, and formatting teams.

Christine Kwan

July 2005 – February 2006

PERMACHARTS

Head Graphic Designer

Responsible for the redesign of the company's line of educational reference chart titles, and all marketing materials including flyers and brochures. I also worked on the corporate identity for iQpromo, a line of Ad Specialty products, and coordinated all prepress and in-house printing.

May 2005 – July 2005

HOTSOS DESIGN STUDIO

Editorial Designer (internship)

Responsible for the layout and photography of magazine covers, spreads, and website graphics. I worked on various magazines, and designed the advertising supplements for **Canadian Business Magazine** and **Macleans**. I was also responsible for photography and planning the launch event for **Wasted Youth Magazine**.

January 2001 – present

Freelance Designer / Photographer

My portfolio reflects the wide range of print and multimedia work I have done professionally and as personal projects. Highlights include the website for Fox Sports Live Anchor Jay Onrait (jayonrait.com), a photo essay in Issue 3 of **Little Brother Magazine**, photo book POSER, The National Ballet's Spring '02 web ad campaign, as well as various photoshoots I have organized and art-directed.

HONOURS

- President of the York University Chinese Students' Association (YCSA) academic year 2003 – 2004
- Representative of York University in Mon Sheong Charity's Young Leaders Chapter

AFFILIATIONS

BOOK PUBLISHERS PROFESSIONAL ASSOCIATION
bppa.ca

YOUNG PUBLISHERS *of* CANADA
ypa.ca

ADVERTISING AND DESIGN CLUB *of* CANADA
adcc.ca

TYPE CLUB *of* TORONTO
typeclub.com

INTERESTS

I'm a film buff and an avid reader. In my spare time I like running, drawing, concerts, playing music, cooking, and travelling.

REFERENCES

Furnished upon request