

# CAROLINA WONG

## GRAPHIC DESIGNER

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### professional profile

An experienced graphic designer with 6 years of experience in the management of the complete design process, from conceptualization to delivery of the final product as an employee and a contractor. Expert in print, digital and social media advertising. Knowledgeable in all stages of print production from substrate to delivery methods. Skilled in Adobe Creative Suite (Photoshop, InDesign, Illustrator, Dreamweaver, Lightroom, Bridge), Microsoft Office (Word, Excel, Powerpoint, Outlook) and web development (HTML5, CSS, WordPress). Proficient at incorporating the desires of clients into superior design solutions. Able to work efficiently under pressure and within tight deadlines. Exceptional interpersonal skills with both large and small teams.

### experiences

#### Graphic Designer at Richmond Olympic Oval, Richmond, B.C., January 2018–Present

- » Design original concepts for all Oval media communications across print, digital and video on time in a fast paced environment
- » Rebrand and develop graphic standards guide for the Oval as well as all sub-brands including: OvalFit, OvalHP, and Sports
- » Ensure that all Oval branded materials as well as environment branding is consistent in style in typography, colour schemes and overall tone/look
- » Execute new website design (OvalFit) and development while maintaining all websites (Richmond Oval, High Performance, and The Olympic Experience)

#### Contract Graphic Designer at Outsource Marketing Team, White Rock, B.C., April 2016–Present

- » Develop all aspects of proposal design, conceptualization and print production for over 20 compelling Request for Proposals in the public sector
- » Create informative and attractive graphics and illustrations in Adobe Creative Cloud used in proposals, corporate brochures and company branding
- » Accurately build and manage the project requirements from initiation through to production with local printers
- » Perform research, organize ideas, conduct interviews with engineers and collaborate with copy writers to craft persuasive proposals

#### Contract Graphic Designer at Southpointe Academy, Tsawassen, B.C., May 2015–September

- » Develop and design all marketing collateral including newspaper and social media ads, signage, promotional brochures, pamphlets and school prospectus
- » Collaborate with the Dean and Private School Board to develop infographic Annual Reports for the past three fiscal years
- » Maintaining and updating the school website through WordPress and CSS

#### Graphic Designer at QE Home, Burnaby, B.C., January 2015–January 2016

- » Lead concept, design, photography, production and coordination with over 4 international offices and factories to improve visual identity across 75 stores across Canada
- » Created and executed web related duties, including planning and deploying all e-blasts, and designing for social media across multiple platforms which lead to web traffic increase by 20%

#### Graphic Designer at Northland Properties, Vancouver, B.C., June 2014–November 2014

- » Supported the Marketing Team by creating all marketing materials such as advertising print collaterals, magazines, information sheets, brochures and all in-house communication for over 30 hotels across Canada: Sutton Place Hotel, Signature and Sandman Hotel
- » Organized and executed all e-blasts, maintained websites and their landing pages for all 3 hotels under Northland Properties using HTML and CSS

#### Graphic Designer at Edgewater Casino, Vancouver, B.C., 2012–2014

- » Designed all marketing materials such as monthly promotions, advertisements, posters, and signage for multiple digital platforms as well as for large and small print formats to attract customers
- » Planned and laid out monthly direct mailers, coupons and e-blasts to maintain customer loyalty
- » Updated the website with daily winnings and news to keep our customers informed

### education

#### Brainstation, Web Development Program, 2017

#### The Art Institute of Vancouver, Graphic Design & Foundations for Design, 2010–2011

#### The University of British Columbia, Bachelor in Fine Arts, Major in Print Media, Digital Media and Photography, 2006–2010

### skills

- » Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver)
- » Microsoft Word (Office, Excel, Powerpoint, Outlook)
- » HTML5, CSS, Wordpress, Sublime Text 3
- » Typography
- » Colour Theory
- » Writing RFP/RFQ
- » Print Design
- » Digital Design
- » Digital Marketing
- » Bilingual in English and Chinese
- » Photography
- » Illustration/Drawing
- » Corporate Branding
- » Visual Studio