

CAROLINA WONG

GRAPHIC DESIGNER

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🏠 North Vancouver, BC, Canada

summary

Leveraged 15+ years of experience in graphic design and digital marketing to execute top-of-funnel campaigns, increasing engagement and followers by 2% and improving conversion rates. I have overseen projects from conceptualization to final execution as an employee and a contractor. My expertise lies in print, digital design and social media advertising. I am proficient in Adobe Creative Suite, Microsoft Office Suite, as well as web development. My interpersonal skills allow me to work under pressure and within tight deadlines with both large and small teams.

experiences

Digital Design and Marketing Specialist at Richmond Olympic Oval, Richmond, B.C., December 2017–Present

- Led design initiatives for print, web, social and video projects, including digital ads and environmental branding, which resulted in a 2.52% (Facebook) and 2% (Instagram) increase in brand engagement and consistency since 2022
- Design, schedule and manage all digital content for Facebook, Instagram and X, along with the management and creation of in-house and external collateral including, but not limited to: posters, in-house signage, maps, websites and email templates
- Develop and lead digital ad campaigns with appropriate departments to support their objectives via social media, email marketing, display and video ads
- Content creation, updating and maintaining the Oval website and all sub-brands, focusing on usability and consistency
- Lead and delegate marketing project initiatives so the team meets all deadlines for design and promotion, ensuring a successful event or activation
- Supervise and assign work to technical subordinates and external vendors to ensure project definition, scope and details are complete; monitors project deadlines
- Assist in photography and film sessions of events, camps, and athlete trainings

Freelance Graphic Designer, North Vancouver, B.C., April 2015–Present

- **Graphic Designer at The Fraser Institute** (2018–Present)
 - Design the quarterly Canadian Student Review, a digital magazine written for students by students, regarding public policy. Designs include an interactive magazine complete with hyperlinks and at times, custom illustrations and photo manipulation
 - Directed design initiatives for for the Women and Progress campaign, which includes logo, website and magazine design
 - Create infographics for the Fraser Institute's education programs
- **Graphic Designer at Outsource Marketing** (2016–2019)
 - Develop all aspects of proposal design, conceptualization and print production for over 20 RFP in the public sector while budgeting for all printing, sub-contractor and shipping costs. Create informative graphics and illustrations used in proposals, corporate brochures and branding. Accurately build and manage the project requirements from initiation through to production
- **Graphic Designer at Southpointe Academy** (2015–2018)
 - Conceptualize 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 from the 2015–2018 fiscal years and maintain and update the school website as needed

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 via WordPress with daily winnings and news to keep our customers informed

education

Google, Foundations of Digital Marketing and E-Commerce Certificate, 2024

Google, UX Design Certificate, 2024

Brainstation, Web Development Program, 2017

The Art Institute of Vancouver, Graphic Design & Foundations for Design

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

skills

- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Microsoft (Word, Excel, Powerpoint, Outlook)
- Digital Design & Marketing
- HTML, CSS, WordPress
- Corporate Branding
- Bilingual in English and Cantonese
- Colour Theory
- Photography
- Illustration/Drawing
- Print Design
- Typography
- Designing/Writing RFP/RFQ