

## Alice Wu

354 Georgian Drive | (705) 770-4561 | [aliceiwld@hotmail.com](mailto:aliceiwld@hotmail.com) | [Portfolio](#)

### GRAPHIC DESIGNER

- 3 years' graphic design experience using advanced Adobe software skills (Photoshop, InDesign, Illustrator, and Acrobat Pro) in print design (logo, branding, brochure) and digital design (website, banner ads, e-blast)
- Solid software skills: Wordpress, E-blast, Flash, Mag Plus, and PowerPoint
- Experience with typography and drawing or hand rendering
- Excellent communication and listening skills to understand and meet client's needs
- Self-motivated, tenacious and balanced individual who brings a 'can do' attitude to work
- Great time-management skills with ability to prioritize work and meet deadlines
- Paying great attention to details to maintain accuracy and completeness of work
- Willing to relocate within the GTA area

### PROFESSIONAL EXPERIENCE

#### Graphic Designer (Part-Time)

2014 – Present

Georgian College, Barrie, ON.

- Created designs, logo, promotional materials and advertisements with Photoshop, InDesign, and Illustrator.
- Designed brochures, posters, banners, and flyers to be used for student recruitment in China, Japan, and Korea.
- Created designs using Photoshop, InDesign, Illustrator, and Adobe Acrobat.
- Communicated effectively with faculty to assess their design needs for the purpose of developing cross-cultural promotional materials to attract international students to Georgian College.
- Controlled quality of projects by monitoring each step of the projects including collaborating with print shops to ensure the print materials were of optimal quality and correct.

#### Graphic Designer (Field Placement)

Feb. – Mar. 2016

Surplus Furniture And Mattress Warehouse, Barrie. ON.

- Created promotional materials including newspaper ads, product flyers using Photoshop, and InDesign.
- Created digital E-blasts for product promotion in addition to banner ads and blog posts for the company website including recording and editing audio for broadcast.
- Communicated with design team brainstorming creative ideas for marketing strategies to promote products and to attract potential clients.
- Contributed to team efficiency by cooperating with department manager and other designers to ensure the objectives are achieved and timelines met.

#### Graphic Designer (Summer)

May – Sep. 2015

Houssmax, Markham. ON.

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- Offered various design drafts to fulfill customer needs including brochure, flyer, and postcard designs using Photoshop, and InDesign.
- Successfully met and exceeded client expectations through effective telephone, email and face-to-face communication skills.
- Utilized multitasking skills while meeting tight deadlines in a fast-paced environment.

### Peer Tutor/In-class Tutor

2014-2015

Georgian College, Barrie. ON.

- Assisted peer students with their studies by demonstrating graphic design software skills and tutoring in the Graphic Design, HTML5 courses.
- Contributed to course efficiency by responding to students' questions promptly and efficiently during class without disturbing the normal class activities.

### Freelance Design Work

Logo design

- Responsible for the overall design process from concept development to the final product.
- Worked out the best designs to meet clients' needs by drafting multiple designs and continuously discussing with clients.
- Modified and finished the final design to meet and exceed the clients' goals.

## EDUCATION

### Graphic Design Advanced Diploma

2013 – 2016

Georgian College, Barrie. ON.

### Achieved Dean's List status in all semesters for excellent academic standing

- Key Courses: Graphic Design, Typography, Print Production, Web Production, and Production Studio
- Software: Photoshop (PS), InDesign (ID), Illustrator (AI), Flash, Wordpress, and Acrobat Pro