

HO CHANG (HEATHER)

Illustrator & Designer

EXPERIENCE

Junior Digital Designer

KRFTWRK INC | JUL 2022 - PRESENT

- Design and illustrate a variety of brand assets (logos, custom icons, social posts, web design & build, etc.) for over 10 clients such as [Schulich Exec Education Centre & Joyride](#).
- Learn to adapt my work flow to the fast-paced agency environment in order to meet deadlines easily.
- Work with senior designers, fellow visual designers, copywriters, social strategists and project managers to come up with fresh ideas whenever clients look for a new direction.
- Winning a monthly coworker appreciation contest in August for receiving the most kudos that month.
- Use ActiveCollab to track time and manage task priorities in order to complete assignments efficiently.

Freelance Designer

Mini Do Kids Cafe | AUG 2020 - SEP 2021

- [Create over 30 designs](#) following the company's branding and increase both digital and physical foot traffic (e.g. promotional flyers, birthday cards, menus, posters).
- Initiate communication with the cafe owner in order to refine designs and achieve their visions effectively.
- Learn to balance my time between work and school, while taking care of my mental health.

Remote Design Intern

55 Rush | MAY 2021 - JUL 2021

- Design and illustrate [over 100 engaging social media ads](#) to encourage sign ups to Canada's Luckiest Student/Family/Baby/Newcomer.
- Properly manage my time and independently complete designs to present in the bi-weekly group critiques with the Creative Director and his team.

EDUCATION

Honours Bachelor in Design

York University & Sheridan College | SEPT 2017 - JUN 2021

- Received entrance scholarship.

LANGUAGES

I'm fluent in:



English



Mandarin

I'm proficient in:



HTML



CSS

TOOLS



Photoshop



Illustrator



AfterEffects



Adobe XD



Designer



Procreate

CONTACT

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