

# HEATHER CHANG

Illustrator & Designer



## EXPERIENCE

### Freelance Designer

Mini Do Kids Cafe | AUG 2020 - SEP 2021

- Create over 30 designs following the company's branding style 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.

### Server/Manager

Mini Do Kids Cafe | AUG 2020 - SEP 2021

- Coordinate shifts with 2 - 3 other servers for opening/closing.
- Handle checkout with the POS system and reporting any customer feedback to maintain customer satisfaction.
- Learn and experiment with cleaning procedures to quickly sanitize the entire cafe with a team.
- Efficiently communicating with the kitchen/bar of incoming orders when machines malfunction.
- Interview and train around 15 employees on their responsibilities in various roles and company policies.

### 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 2019 - JUN 2021

- Received entrance scholarship.

## LANGUAGE

I'm fluent in:



English



Mandarin

I'm proficient in:



HTML



CSS

## TOOLS



Photoshop



Illustrator



AfterEffects



Adobe XD



Designer



Figma

## CONTACT

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