

# IRIS WONG

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## ABOUT

I'm a passionate visual designer and social media coordinator that loves to explore and learn new ways to create simple, yet meaningful and creative designs. I'm a self-motivated and determined individual that loves connecting with different communities by finding creative ways to communicate and collaborate.

## SKILLS & TOOLS

### STRENGTHS

Graphic/Visual Design  
Social Media Marketing  
Photography  
Videography  
Photo/Video Editing  
Web Design  
Influencer Marketing  
Prototyping

### TOOLS

Illustrator  
Photoshop  
InDesign  
After Effects  
Lightroom  
Final Cut Pro  
Canon DSLR  
Experience Manager

### OTHER

HTML / CSS  
Processing  
Java for Android  
Customer Service  
Mac & PC Platform

## DESIGN & MARKETING EXPERIENCE

### FREELANCE GRAPHIC DESIGNER - SIMON FRASER UNIVERSITY | AUG 2019 - PRESENT

- Working with Advancement & Alumni Engagement to create print materials like SFU branded cards and posters
- Reformat and update previous promotional materials (envelopes, package inserts and brochures)

#### Tools

Adobe Creative Suite (InDesign, Illustrator, Photoshop, After Effects)

### SOCIAL MEDIA & MARKETING COORDINATOR - WESTCOAST SCI | JAN 2019 - MAY 2019, AUG 2019 - PRESENT

- Create digital media content (graphics, photos, videos) for Westcoast SCI's website and social media channels, including Facebook, Twitter, Instagram, YouTube and Google My Business
- Plan, develop and execute marketing strategies to improve online engagement on all platforms
- Create, reformat and update clinic resources (posters, infographics, brochures, in-services, business cards)

#### Tools

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom), Final Cut Pro, Squarespace, Mailchimp

### SOCIAL MEDIA COORDINATOR - GUACARONS | AUG 2014 - PRESENT

- Created a personal brand for Social Media Marketing on Instagram to share food photography and to get more involved with Vancouver's food community
- Capture and edit photographs, write content and engage with the Vancouver food community
- Collaborate with businesses like FreshPrep, Wings Restaurants, Belmont Meats and SFU Dining Services to promote their products and services through Instagram posts, stories and giveaways
- Currently has over 1200 posts and 3400 followers on Instagram and a combined total of 1.7 million views on reviews and photos on Zomato

#### Tools

Canon DSLR, Adobe Creative Suite (Photoshop, Illustrator, Lightroom), Wordpress, Instagram

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## DESIGN & MARKETING EXPERIENCE (CONT.)

### DESIGN & MARKETING COORDINATOR - SFU ISS | AUG 2016 - MAY 2017

- Designed digital & print promotional materials (posters, banners, slides, info cards, etc.) for 4 subunits within the SFU International Services for Students office
- Managed 4 social media accounts on platforms including Facebook, Twitter and Instagram using Hootsuite, connecting with a total of 5,400+ followers. Increased engagement on Twitter by 143% and followers on Facebook by 24%
- Created promotional and informative videos about services ISS offers
- Provided front desk coverage by providing general information to students with inquiries

#### Tools

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Experience Manager), Final Cut Pro, Hootsuite

### MEDIA AND DESIGN COORDINATOR - YWiB SFU | JUL 2015 - APR 2016

- Created videos for YWiB SFU, an organization created to connect passionate and diverse young women together to grow and learn
- Collaborated with different sectors of the club to create different content based on their vision
- Filmed, photographed and edited promotional materials for events with around 30 to 100 attendees such as International Womens Day Conference, SOUL Mentorship Program's 'SOULcials' and YWiB SFU's Launch Party

#### Tools

Canon DSLR, Adobe Creative Suite (Photoshop, Illustrator, Lightroom), Wordpress, Instagram

## VOLUNTEER

### NATIV FOODIE AMBASSADOR - NATIV MEDIA | SEPT 2018 - PRESENT

Organize media tastings for restaurants, collaborate with members of the Vancouver food community, take photos at tastings to promote products, and share them with my audience.

### STATION LEADER - SIAT FROSH | SEPT 2014 / SEPT 2015

Helped lead activities to engage new first year SIAT students to get to know each other and familiarize themselves with the campus.

## EDUCATION

### BACHELOR OF SCIENCE - SIMON FRASER UNIVERSITY | 2013 - 2020

Graduated in February 2020.

Majored in Interactive Arts & Technology and Minored in Print and Digital Publishing.

## INTERESTS

### FOOD PHOTOGRAPHY

I'm that person that makes everyone at the table wait for 10 seconds before eating their meal so I can take photos of it. I'm a self-proclaimed foodie, and a strong believer in "the camera eats first." I like to capture photos of delicious food and share them on Instagram!