



# YUWEI ZHU

VYWZMYJJZ@gmail.com

## Educational Experience

### **MBA: Community Economic Development** 12/2022

Cape Breton University | Sydney, NS, Canada

- Ranked in Top 1% of class.
- Completed Creative Destruction Lab with GLA project, Pitch Deck project and market plan of Luckin tea project in CBU.

### **Interdisciplinary Design Program** 04/2020

Nova Scotia College of Art And Design | Halifax, NS, Canada

- Ranked in Top 10% of class
- Cum laude graduate
- Completed future building project

### **Bachelor of Art: Digital Art And Design** 06/2016

Sichuan Agricultural University (**Project 211**) | Ya'an, Sichuan, China

- Ranked in Top 5% of class.
- Completed coursework in a cosplay advertising video program, a News shows program, and a cosplay performance party opening ceremony video plan and editing program.

## Skills

Photography	Problem resolution
Digital graphics	Group cooperation
Motion Design & Video effecting	English and Mandarin
Graphic Design related abilities	Dispersed thinking skill
Adobe Creative Suite (AI, InDesign, AE and PS)	Time management skill
Photography	Problem resolution

## Certifications

- Time Magazine 2006 Man of the Year (You)
- IOC 2008 "Olympic Trophy" Winners, IOC 2022 "Olympic Trophy" Winners (All Chinese)
- "Touching China" People Special Award 2008 (All Chinese)
- Co-winner of the 2019 Champions of the Earth Award (Individuals who has joined in Ant Forest)
- Gender-Based Analysis Plus, Women and Gender Equality Canada - 2021

## Volunteer Experience

### **Volunteer Manager** 07/2014 - 09/2014 East China Normal University | Shanghai

- Responsible for arranging all teachers' daily activities.
- Solicited feedback from staff and volunteers to improve existing programs.
- Collected teachers' stories with their students from the other volunteers.
- Designed wrap up groups to provide feedback for continuous improvement of volunteer programs.
- Solved all the concrete issues during the training process.
- Tracked and scheduled volunteers based on skillset and availability.
- Maintained accurate records to track volunteer participation hours.
- Designed and hosted the Graduation Ceremony.

### **Graphic Designer** 09/04/2022 - 09/24/2022 NewBeginnings | India

- Go for a complete redesigning of their existing logo into something that is more versatile and self-explanatory.

**Website Designer**

**11/2022 - 12/2022**

DLA Associates Inc. | Québec, QC

- Redesigned sites to enhance navigation and improve visual appeal.
- Designed visual and graphic images to use on multiple platforms.
- Translated concepts into user flows, wireframes, mockups and prototypes to promote positive intuitive designs, site interactions and user experiences.
- Maintained strong skill set in various technologies to update, optimize and rectify issues with corporate website.
- Reviewed project specifications and devised solutions for use across multiple websites.
- Delivered end-user training on content management systems allowing staff to make easy updates and maintenance to website without developer assistance.

**Graphic Designer**

**09/2022 - 12/2022**

Folium Lab Inc. | Québec, QC

- Generated digital image files for use in digital and traditional printing.
- Created corporate brands by designing cohesive looks between logos and letterheads.
- Utilized knowledge of production to create high quality images.
- Selected colors and themes while adding functionality to create new designs.
- Designed new, on-brand visual elements focusing on concept and messaging.
- Conferred with clients to determine requirements and layout designs.
- Reviewed final layouts, making improvements and suggestions as needed.

**Social Media Graphic Design Assistant**

**09/2022 - 11/2022**

Sharon Bonner | Richmond, BC

- Selected colors and themes while adding functionality to create new designs.
- Designed certain dates' graphics and advertisement banners to be used on Twitter and the blog.

**Web Designer**

**10/2022 - 12/2022**

Leo Charter Service | AB

- Designed websites, portals and large-scale web applications for multiple clients.
- Designed navigation plans in collaboration with site managers, technical developers and other stakeholders.
- Met with customers to determine and define goals surrounding graphics, design approaches and architecture.
- Checked copywriting, image design, banners and other features for blending within site content and reviewed graphics for cohesive aesthetics.
- Promoted company's mission and vision through creation of web images and visuals focused on key products and services.
- Developed easy-to-use interfaces that complied with project and client specifications.
- Interacted effectively with clients during design phase of projects to troubleshoot issues and gain valuable insight.

**UX Designer**

**09/2022 - 10/2022**

PIFIT APP Inc. | Winnipeg, MB

- Promoted high customer satisfaction by resolving problems with knowledgeable and friendly service.
- Designed, built and maintained websites using authoring or scripting languages, content creation tools and digital media.
- Worked with product designers and product managers to design user interactions in applications.
- Added enhancements and new features to older websites, implementing user-friendly designs.
- Leveraged expertise in user preferences and accessibility requirements to establish design specifications and optimize approaches.

---

## Other Project Experience

- This curriculum required me to work as a co-designer as part of a design team. We redesigned the UI and VI systems for a hospital. This hospital's UI and logo prototypes, as well as five distinct types of marketing, were completed. As a consequence of my co-op job experience with this hospital program, I was inspired to improve my graphic design skills in order to have a better understanding of prototype graphics.
- In this program, I worked as a graphic designer on a design team. We worked on a rebranding project for a nut manufacturer. With my colleagues, I completed visual branding to complete design projects that met budget, equipment, performance, and legal criteria. And I completed one version of this brand to suit all of this nuts company's request packages, with the management withholding the general style and color selections, logical arrangement, and recognition of all images. My co-op working experience at this nuts company program pushed me to strengthen my creative abilities in order to have a better grasp of art and motion graphics.
- I and my classmate worked on a cosplay advertising project as coursework. In this project, I was a video planner, photographer, and video editor who worked with my classmates on the course. With my partner, we went through the whole project, from studying for the animation that we wanted to advertise to planning the advertising video and drawing the video script, from borrowing the professional equipment to completing the whole film, from the voiceover to the video editing. My co-op working experience on this course project pushed me to enhance my creative abilities in order to have a better grasp of video art.
- I collaborated with my students on a future construction project. In this project, we must create a new sort of building for the future planet. We discovered and defined the architectural direction and idea, developed the plan, and discussed the feasibility of this project. Then we came up with an architectural idea and a prototype for the project, as well as a timeline and public presentation. We continuously improved and perfected the idea and design of the floor plan drawing and 3D modelling, as well as the details. We concentrate on enhancing the intricacies of the 3D model, checking for gaps, and 3D printing it after debating and finalising the architectural model. Then we displayed the architectural model and 3D modeling to the public, as well as the unique manufacturing procedure. I was encouraged to enhance my co-working abilities with international students and have a deeper understanding of the project as a result of my co-op working experience on this course project.