



## UI/UX DESIGNER

I have 7 years of experience in interactive design, graphic design, and animation, I had worked with brands like Audi, PC Financial, Scene+, Campbell's, and more.

fenhsu.net

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### + SKILLS

- Visual design
- UI/UX design
- Interaction design
- Motion graphics
- Animation
- Art direction
- Graphic design
- Digital illustration
- Print and digital production

### + ADOBE CC

- After Effects
- Premiere Pro
- Photoshop
- Illustrator
- InDesign
- Dimension
- XD
- Audition
- Firefly

### + DIGITAL & WEB


- Webflow 
- Figma 
- Sketch 
- Flexitive 
- Procreate 

### ● + BIMM Senior Designer, Creative Services, March 2024 - Current

Intermediate Designer, Creative Services, March 2022 - March 2024

- Support creative team and product team to create design files from concepting to final production. Work with CD, AD, UI lead, and other designers.
- **Interaction & UX/UI design:** Hand & Stone dealer portal homepage, H&S Lottery landing page, transition for Audi homepage, interactive ineterstitial ads for Home Hardware; using *Figma*, *Webflow*, and *After Effects*.
- **Animation & motion graphics:** Social media posts, reels, and promo videos for Audi, Home Hardware, PC, Scene+; using *Figma*, *After Effects*, and *Premiere Pro*.
- **CRM, digital banners, print materials:** CRM emails for PC Financial, Brochure and DM for H&S Lottery and Trillium Health.

### ● + THE MARS AGENCY Designer, Oct 2019 - March 2022

- Awarded the 2020 Applied Arts Craft Image and was short-listed for the Communication Arts Award for my work for Campbell's Condensed Soup. 
- As the lead designer for Campbell's account, I also assisted digital banners for Walmart and TV ads/ social media videos for Canadian Tire's accounts.
- Collaborated, brainstormed and designed for product activation campaigns, from creating visual identity, mockups, presentation, to final production.
- Prepared and delivered client-facing presentations that include visual mock-ups, key visuals, and infographics.
- Supported a wide range of **marketing and brand collateral**, including **print ads, digital banners, print-production files, digital banners, social media posts, illustrations, video editing, email campaigns, infographics, sales tools, PPT**, and **UI design** for product-launch landing pages.
- Art directed and managed contract photographers, printers, and freelancers to ensure the completion of projects on schedule.

### ● + BTI BRAND INNOVATIONS Designer, Dec 2017 - Aug 2019

- Supported clients like Whirlpool and Canada Beef for marketing and brand collateral; includes Whirlpool's promotional flyers, weekly digital banners, product catalogues, brand brochures, infographic and icon design, etc.
- Helped small businesses and start-ups for branding and identity, logo design, brand guides, motion graphics ads, video editing, etc.
- Presented in clients' presentations and created infographics, video editing, and main visuals.
- Collaborated with Creative Director and Accounts team for ideation, concepting, iteration.
- Created and ensured accuracy in digital and print production from start to final production to print and communicated with printers.

### ● + SOOPAK CUSTOM PACKAGING Designer and Art Director, Jun 2017 - Dec 2017

- In charge of and created SoOPAK's re-branding as the sole art director/ designer; resulted a 110% growth in social media engagement.
- Designed a new brand visual and identity, which includes a 360 marketing campaign covering brand catalogue, newsletter templates, social media templates, digital banners templates, brand guide, product photography guide, trade show materials, presentation templates, and more in InDesign, Illustrator, Photoshop, etc.
- Designed a new social media look and feel and created content templates; from photographs, video editing, layout design, etc.
- Created new monthly newsletters templates and digital ads templates.
- Managed and updated product catalogues. Took product photographs and arranged new layouts.
- Utilized e-commerce tools such as InfluencerSoft, Mailchimp, and Hootsuite for broadening audience base in newsletter and social media.

### ● + LOBLAWS - T&T SUPERMARKET Designer, Jan 2017 - Jun 2017

- In charge of and created the new branding for T&T Bakery, which includes brand logo design, packaging design for pastries, and product labels design. The brand is currently successfully running and distributed in more than 30 T&T stores across Canada.
- Designed monthly/ weekly flyers from conceptualized main visuals to print productions.
- Created and managed product photography and retouching.

### ● + FREELANCE Designer and illustrator, Apr 2015 - Current

- Worked with small businesses and non-profits for branding, identity, logo design, illustration, packaging, and web design.

### ● BACHELOR OF DESIGN Major: Illustration, Sept 2011 - Apr 2015

- The 4-year program provided me with the technical skills and creative thinking for effective, communicative and artful images. Classes ranged from Graphic Design, Mixed Media, Design Thinking, Communication, etc.