

ELLY WEI

Digital Designer

- 778 317 5560 • ellywei1995@gmail.com • www.ellywei.com
- I am authorized to work in Canada with an open work permit and open to relocation within Canada.

Skills

Visual & Graphic Design
Web Design
Branding Design
Packaging Design
Icon Design
3D Modelling
Content Design
Publication
Art Direction
Researching
Marketing
Motion Graphics

Tools

Adobe Creative Suite
- Illustrator, Photoshop,
Premiere, After Effects,
InDesign.
Figma, Sketch, Axure
Blender, Spline
ProtoPie,
HTML & CSS
Shopify

Education

2016.09 - 2021.02

Simon Fraser University
Bachelor of Arts in
Interactive Arts & Technology.

2015.05 - 2016.09

Fraser International College
Major in
Communication, Arts & Technology.

Work & Project Experience

Apply Digital

2022.03 - Present
Vancouver, BC

UI Designer

- Created 10+ thorough Interface Designs, Website design and various kinds of associated social media assets for client, helping the stakeholders to transform their brands digitally, and refine their products.
- Supported and collaborated in the marketing discipline, learned to create rapid design prototypes, and designed matching according to vastly different brands, including the company's own brand, to promote and support the growing and scaling up of the company.
- Provided quick design supports for Business development pitching, internal experiment projects, by creating deck design, icon design, photo editing, 3D design, and animations, that helped paint a trustworthy & professional image as a business partner for the company.

Tai Beauty Group Ltd.

2021.11 - 2022.03
Burnaby, BC

Jr. Designer

- Designed product label & packaging, create 3D prototypes, collaborating closely with team members, promote the business with refreshed packaging that attracts customers.
- Created various types of graphic assets, such as Website layouts, email campaign, icons, Gif/animations to promote & advertise the various brands, supporting and improving Marketing of the brands.

MiTravel

(Volunteer)
2020.03 - 09

Brand + UI/UX Designer

- Redesigned the branding logo, and created various brand assets, collaborating with other design team members, which strengthened the promotion of the brand.
- Collaborated with a cross-functional team, designed app features and workflow. Created prototypes from low-fidelity wireframes to high-fidelity interactive mockups for user testing and ready up the product for initial launching.

DelGate Delivery

2018.01 - 08
North Vancouver, BC

Content Creator

- Redesigned the brand identity to establish an accurate brand image by presenting on 10+ marketing materials like flyers, motion graphics, videos, greatly attract potential customers.
- Conducted social media marketing, created digital and print promotional materials for online and offline campaigns, helped promote the business by connecting with 20+ businesses, and 50+ customers.