

VIOLA NG

Marketing . Digital Media . Visual Design

✉ violang37@gmail.com

🖱 viola-ng.com

🌐 linkedin.com/in/ngviola

🛒 etsy.com/ca/shop/FishyDesign

📷 flickr.com/photos/77681716@N03/

🗣 English | Cantonese | Mandarin

Profile Overview

In my experience working with York Region Transit (YRT) as a Web Project Coordinator, I specialize in multimedia and visual design including website, video/animation, UI/UX in mobile apps, and print production with the purpose of improving transit experience for customers in York Region. Over my 5+ years in marketing and design, I have come to thrive in a fast-paced creative environment, which requires the ability to self manage and collaborate with a variety of cross-functional teams on multiple projects concurrently from beginning to end.

Selected Professional Experience

Web Project Coordinator

York Region Transit (1 year 4 months)

- Manage front-end/back-end development and functionalities for the yrt.ca website, ensuring information displays and posts accurately on web and mobile while optimizing a user-friendly and accessible experience for customers
- Manage/design large-scale communications campaigns, including the creation of webpages, print/web collaterals, interior bus cards, print/digital newsletters, posters, public notices, and multimedia content
- Create/design print and web materials to support program initiative and mass distribution, often managing print production with outside vendors for final project delivery
- Perform quality control testings on various mobile apps, often provide recommendations and design mockups on app improvements to ensure an optimal usability for customers
- Create/manage video and animation projects from start to finish, including concept creation, storyboarding, graphic design, video editing, composition, and media export

Co-Founder, Marketing Manager

Pointshogger (3 years)

- Co-founded a Canadian points website educating readers on collecting/redeeming points for travel and everyday spend
- Quality check, update, and manage website content on the WordPress platform, formatting posts with HTML + CSS styles coding before publishing
- Generate written/visual content on social media which includes travel via reward miles to share the perks of points redemption, increasing traffic to the website of 1000+ daily views, with 400+ Facebook followers and 500+ Twitter followers

Media Coverage

BPlans.com | How to Find a Business Partner

<http://articles.bplans.com/how-to-find-a-business-partner/>

Technical Skills

Adobe Creative Cloud

InDesign, Illustrator, Photoshop, Dreamweaver (HTML + CSS), Premiere Pro, Animate (Flash ActionScript 3), Lightroom, Experience Design (UI/UX)

Microsoft Office Suite

PowerPoint, Word, Excel, Outlook

Content Management Systems

iCreate, WordPress, Publitas, Salesforce, Deltek Vision, OpenAsset, HootSuite, Navision

Health Marketing Coordinator (Proposal Lead)

CannonDesign (3 years 4 months)

- Lead/coordinate proposal pursuits managing cross-functional teams in a fast-paced environment for a timely submission
- Create/implement graphics in accordance to the firm's graphic standards for a consistent brand message on print and online content

Graphic Designer & Communications Developer

BC Provincial Government (8 months)

- Design logo concepts a rebrand project to refresh the department's brand identity. Concepts were approved to the final round for senior executives' further decision
- Create/format print and web layouts for internal and external clients in accordance to the graphic standards of SSBC and the BC Provincial Government

Marketing Associate

Canadian Points University (6 months)

- Assist in Points University Conference (Toronto) in various marketing roll-out activities, including website management, social media campaigns, and event planning #PointsUYYZ
- Strategize in marketing efforts to increase exposure of event and entice ticket sales

Freelance Web and Graphic Designer

FishyDesign (4 years 4 months)

- Help small businesses create a brand identity with print/digital designs such as business cards, logos, brochures, web banners, professional document packages and website creation
- Set up and design of WordPress websites using HTML + CSS

Education

Simon Fraser University '13

Bachelor of Business Administration in Marketing, joint major with School of Interactive Arts and Technology in Design