# Cindy Ye

778-522-9769
cindy.yeyuxin@gmail.com
https://cindyye.ca/

## Highlights of Qualifications

- 3+ years of digital content design and video editing experience
- Worked as part of the marketing team for SFU VentureLabs, managing their social media for LinkedIn, Twitter and Facebook
- Created communication materials for industry professionals as part of SFU Work Integrated Learning
- Skilled at producing content quickly as evidenced by developing 17 animated videos for Canada's top cleantech accelerator within two months
- Worked within an interdisciplinary team within Downtown Surrey Business Improvement Association to produce a wide variety of communication materials
- Experience leading teams and providing marketing consultation on strategies to reach professionals in a diverse range of industries

### Education
Simon Fraser University [2016-2023]
- School of Interactive Arts and Technology
- Bachelor of Arts
- Media Arts concentration

## Professional Experience

### Character artist [January 2024 - January 2025]
*Team YAKG*
- Illustrated 2D character designs and CGs with Clip Studio Paint for a visual novel game through the course of one year
- Tracked monthly deliverables and worked closely with the creative team and writer to finalize designs and character placements on the background
- Promoted the game at events and encouraged attendees to subscribe to the game's release on Steam, receiving 96% positive reviews

### Graphic Designer Assistant [July 2024 - August 2024]
*Down Syndrome Resource Foundation*
- Designed the social media graphics according to the company's brand within 3 days to schedule holiday posts for the rest of the year
- Produced graphics for digital and print to be used in marketing, including posters, logos, events and impact reports
- Worked on multiple projects and maintained clear communications, managing time efficiently to complete tasks on time

## Technical Skills

**Graphic Design**
- Adobe Creative Suite
- Canva
- Microsoft Office
- Figma
- Hootsuite

**Website Development**
- HTML/CSS
- Wix
- Wordpress
- Canvas

**Animation and Games**
- Autodesk Maya
- Blender
- Unity
- Processing
- Github

## Transferable Skills
- Strong communication skills
- Able to manage multiple projects and deadlines
- Work well in a team
- Work successfully in a hybrid setting
- Receptive to feedback and critique
- Strong problem solving skills
- Able to quickly learn new skills and tools

# Cindy Ye

778-522-9769
cindy.yeyuxin@gmail.com
https://cindyye.ca/

## Professional  Experience

### Animation and Marketing Assistant [May 2022 - December 2022]

*SFU VentureLabs*
- Acted as a marketing and design consultant as a part of SFU's top business accelerator programs for small to medium sized start-ups
- Analyzed the web analytics for social media and the company website to compile monthly reports and suggested strategies to improve engagement
- Strategically designed social media content to grow followers and engagement on LinkedIn, Twitter and Facebook over 8 months

### Graphic Designer [January 2021 - April 2021]

*Work Integrated Learning, Simon Fraser University*
- Created compelling designs to enhance their brand and support their equity and diversity initiatives with employers
- Designed a visually appealing Employer's Handbook according to SFU's brand guidelines within three months
- Enhanced an online course to improve the accessibility and user experience for students with disabilities

### Graphic & Web Designer [June 2020 - August 2020]

*Downtown Surrey Business Improvement Association*
- Consulted the manager to understand project needs and designed flyers, logos, and pamphlets to increase engagement during COVID and improve safety
- Interviewed local businesses for a set of short videos promoting businesses in Downtown Surrey, and shared the videos on the DSBIA website to increase exposure.
- Animated templates for the video producer to use for each video to conserve effort and time.
- Reformatted the business directory on the company website, making it visually appealing and user-friendly.

## Certifications

**Web Design: Strategy and Information Architecture (2024)**
*Online course - California Institute of the Arts*

**UX Design Fundamentals (2024)**
*Online course - California Institute of the Arts*

**Visual Elements of User Interface Design (2024)**
*Online course - California Institute of the Arts*

**Customer Foundation Skills (2023)**
*PICS Employability Training Center*

**WHMIS (2023)**
*PICS Employability Training Center*

**Creative DSLR VIdeo Techniques (2020)**
*Online course - Lynda.com*