

# design × SANDRA KONG

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## PROFESSIONAL EXPERIENCE

### Senior Graphic Designer | Bite Me Creative Agency | July 2017–December 2018

- Full-time senior designer for a boutique creative and digital agency specializing in food & drink, with a focus on brand development and innovative campaigns, authentic activations and influencer programs for new and existing brands
- Sole designer managing all print, digital and web design projects from concept to completion for our small agency team, as well as for all external clients
- Involved in initial brand meetings and brainstorming to aid in research and development of visual creative and campaign solutions (for the agency/clients)

### Graphic Designer | Maple Leaf Sports & Entertainment, Ltd. | July 2011–July 2017

- Full-time intermediate designer (Marketing) for the Toronto Maple Leafs, Toronto Raptors, Toronto FC and Toronto Marlies parent organization
- Interpreted creative briefs from internal/external clients; executed projects from concept to completion with a focus on fans, customers and stakeholders
- Responsibilities: designed sales collateral, apparel, advertisements, building signage, POP displays, season ticket packages, pitch books and packaging; shot and edited photographs; researched, developed and managed seasonal campaigns to ensure continuity across each brand
- Art directed and developed season campaigns for the Toronto Marlies, Real Sports Apparel, Real Sports Bar & Grill and e11even; art directed photo shoots and creative rollout for each of these brands
- Involved in initial brand meetings and brainstorming to aid in research and development of creative campaigns for the overall company

### Graphic Designer | Metro Toronto Convention Centre | June 2010–July 2011

- Full-time designer (Sales & Marketing) for North America's #1 convention centre and trade show facility, handling all creative for the space and shows
- Sole designer that managed all print, digital and web projects from concept to execution for internal staff as well as external trade show clients
- The fast-paced, multidisciplinary role enabled me to handle numerous projects at once, while meeting tight deadlines and dealing with many touchpoints

### Junior Graphic Designer | Ultralink Products, Inc. | June 2007–April 2010

- Full-time junior designer for a high-end home theatre company
- Initiated, developed and executed design projects, including marketing material, corporate collateral, packaging, web design, and product creation
- Gained valuable insight and experience in prepress and print production, web design and site maintenance, packaging regulations, and tradeshow design

## EDUCATION

### York University/Sheridan College Joint Program in Design | June 2007

- Specialized Honours Bachelor of Design Degree | Honours distinction

## ACHIEVEMENTS

York University Entrance Scholarship | 2003

Middlefield Collegiate Institute Visual Arts Scholarship | 2003

## TECHNICAL SKILLS

- Experienced Mac user
- Proficient in Adobe Illustrator, InDesign and Photoshop CC
- Strong knowledge working with cloud-based web development platforms (i.e. Wix, Squarespace) to design and create custom sites
- Working knowledge of Microsoft Office (Outlook, Word, Excel and PowerPoint)
- Basic knowledge of HTML, CSS and Adobe Dreamweaver through web design and site maintenance

## ABILITIES

- Produces clean, attractive, creative designs that are both practical and suitable for a given client/audience
- Effectively and efficiently completes design briefs from start to finish and ensures that campaigns are executed creatively and consistently
- Follows a complete design process for executing all projects including extensive research, analysis, concept development, thorough editing and final detailed execution
- Develops client presentations and professionally pitches campaigns to sell ideas and concepts and/or a brand's look and feel
- Works well individually, and in large and small group settings
- Experienced in visual composition, digital photography, art direction, photo shoots and photo editing
- In-depth knowledge of print production and working with multiple source vendors in order to obtain quotes, resources and to discover new, innovative ideas and design processes
- Hard-working, detail-minded, able to multitask, adaptable to change, meets deadlines, punctual
- Great verbal, presentation and visual communication skills

*References available upon request.*