

# Amanda Tsiang

Brand & Product Designer

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amandatsiang.design

## Work Experience

### Marketing Designer

York University Student Centre / Jun 2019 - Present

- Designing print and digital marketing materials for the York University Student Centre and its clients
- Collaborating with the design team and marketing manager to develop ads and social media content catered to over 50,000 students and staff on campus
- Developing new brand identities for the YUSC's clients

### Graphic Design Intern

Memoryz / Jun - Jul 2020

- Worked alongside the CEO and marketing team to refresh the Memoryz brand
- Created character illustrations and additional assets based on the Memoryz brand guidelines
- Led the website redesign

### Communications Assistant Intern

International Student Ministries Canada / Jun - Jul 2017

- Developed brand identity and logo for the ISMC Biennial National Staff Conference
- Created print materials according to the ISMC brand guidelines

### Web Design Intern

Webrunner Media Group / Apr - May 2017

- Designed mockups and ads for social media
- Integrated web pages with HTML/CSS and jQuery

## Tools

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe XD

Adobe AfterEffects

Figma

Sketch

HTML/CSS/Javascript

Glyphs

## Skills

Graphic Design

Visual Design

Web Design

User Research

Wireframing

Prototyping

Branding

Illustration

Typography

## Education

### Honours Bachelor of Design

York University, Sheridan College / 2017 - 2021

- *Cum Laude* (3.7 Major GPA)
- Dean's Honour Roll

### DEC, Graphic and Web Design

John Abbott College / 2014 - 2017

- Dean's List 2017
- Honour Roll 2014 - 2017

## Volunteering

### Communications Manager

YSDN Class of 2021 Gradshow / Sep 2020 - Apr 2021

- Collaborated with fellow executives to manage a team of 100+ students to create a digital graduation experience
- Participated in the development of the zine, merchandise and social media strategy

### Student Mentor

Design Students Association / Sep 2018 - Apr 2021

- Met with first year students to give design critiques, coding help and general advice

### DSA Executive Member

Design Students Association / Sep 2017 - Jun 2019

- Created promotional materials for DSA events
- Planned events and workshops for students
- Led the meetings for executive members

## Achievements

### First Place

Adobe X New York Times Creative Jam / Sep 2021

### Honorable Mention

Forge Award for Logo Design / Aug 2021

### Honorable Mention (Top 20)

Adobe X Southwest Airlines Creative Jam / May 2021

\* Proficient in English and French