

Marisa Wong

Calgary, AB

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marwithdesigns.com

Summary

Creative and detail-oriented graphic designer with five years of experience in human-centred design, branding, and promotional content creation. Skilled at developing unique, cohesive brand identities and crafting engaging digital and print materials. Proven ability to take projects from concept to completion, ensuring alignment with client objectives and maintaining brand consistency across platforms. Adept at simplifying complex ideas into clear, visually impactful designs while staying current with industry trends.

Core Qualifications

Creative Direction

- Led creative projects from concept to research to final delivery, ensuring innovative design solutions that align with client objectives and industry trends.

Branding Design

- Developed cohesive brand identities, including logos, typography, colour schemes, and mockups that reflect each client's unique mission.

Graphic Design

- Designed impactful visuals—illustrations, layouts, and marketing materials—while maintaining alignment with client expectations and timelines.

Animation and Content Creation

- Created engaging promotional content, including 2D motion graphics and 3D animations, to support marketing strategies and captivate target audiences.

Information Architecture

- Assessed and improved content structures to enhance user experience, ensuring optimal usability and intuitive navigation.

Software Proficiency

- Skilled in Figma, Wix Studio, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects), Microsoft Office Suite (Word, PowerPoint), and Blender 3D.

Education

Bachelor of Communication – Information Design

Mount Royal University

September 2019 – April 2024

Calgary, AB

- Cumulative GPA 3.90
- President's Honor Roll, Dean's List (2020-2023)

Work Experience

Founder & Freelance Branding Designer

Mar With Designs

May 2024 – Present

Calgary, AB

- Conceptualize and deliver branding strategy and solutions across digital and print platforms, ensuring alignment with client business objectives and brand consistency.
- Conduct market research on emerging design trends and technologies to create visually compelling designs, illustrations, and visuals for marketing campaigns and promotional content.
- Developed a streamlined process to deliver final project files, including logos, brand presentations, brand guidelines, and design specifications for client approval.

Graphic Design Student

May 2021 – May 2023

ATB Financial

Calgary, AB

- Developed and presented over 60 graphics and illustrations for design resource toolkits to team members, directors, and Vice Presidents at ATB Business, clearly conveying design intent and rationale.
- Collaborated with team members to gather feedback, refine design concepts, and integrate constructive criticism into final graphics and illustrations.
- Designed and prototyped a financial literacy tool for a student community project in partnership with an Indigenous organization, which was selected for funding and development.
- Proactively educated team members on design thinking and concepts, helping to improve overall design skills and knowledge within ATB Business.

Volunteer Experience

Video Team Leader

December 2019 – August 2020

All for ARMY

Remote

- Developed, approved, and coordinated video content for more than 5 promotional videos that attracted over 7000 views on four social media platforms.
- Managed and collaborated with an 8-10 person team to ideate and create video content for various digital marketing campaigns to increase user engagement.
- Worked closely with other members of the marketing team and design team to continuously develop new ideas for visual design and aesthetics while adhering to brand guidelines.

Achievements

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| • Louise McKinney Post-Secondary Scholarship | 2023 |
| • Access to the Future Scholarship | 2023 |
| • Jason Lang Scholarship | 2020 - 2023 |
| • Golden Key International Honour Society | 2020 |

Certifications

TCPS 2: CORE (Research Ethics)

September 2019

- An online course and certificate program focusing on the interdependent duties to research subjects shared by researchers, institutions, and Research Ethics Board