

Bella Wei

Multidisciplinary Graphic Designer creating meaningful and impactful stories.

WORK EXPERIENCE

York University, Toronto — Graphic Design & Multimedia Assistant

May 2021 - Present

Supported the creation of digital advertisements that adhered to brand guidelines.

Assisted in the production of print, digital, and multimedia marketing materials for various mediums.

Developed web-based experience to support both student and faculty members.

Klick Health, Toronto — Junior Designer

May 2022 - August 2022

Create design concepts and execute designs for various marketing materials for clients in the non-profit, e-commerce, health industries. Specific deliverables include, branding elements, pitch deck, ad lobs, product mockups.

Collaborated with account managers and other designers to ensure consistency and accuracy in all projects. Manage multiple projects simultaneously while meeting deadlines and maintaining quality standards.

Collaborated with copywriters to create compelling visual and written content for email newsletters or direct mail campaigns.

Creating website designs and templates that follow UX best practices, convey brand messaging, and lead users to take specific actions, such as signing up for a service or making a purchase.

Shoppers Drug Mart, Toronto — Cash Supervisor

April 2019 - November 2021

Performed daily cash deposits to the bank, executed accurate balancing of all receipts and transactions, handled various finance-related paperwork.

Mentored and trained new team members on POS system operation, customer service strategies and sales goals.

EDUCATION

York University, Toronto — Bachelor of Design Specialized Honours

Expected Graduation – 2023

Agincourt Collegiate Institute, Toronto —

Honours Certificate of Bilingual Studies in Extended French
2015 – 2019

CONTACT

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bytheway.design

SKILLS

Intermediate in Adobe Creative Suite (Photoshop, Indesign, Illustrator, XD, After Effects), Microsoft Office, Figma, HTML, CSS, Maya, Blender

AWARDS

Placed top ten in Adobe Jam

Member of Dean's Honour Roll

York University Entrance Scholarship

York University Student Life Award

Honorary Certificate of Bilingual Studies (French)

LANGUAGES

Fluent in Mandarin Chinese and English, and proficient in French