

# NEO YU

## MULTIMEDIA DESIGNER

### CONTACT

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-  neoyu1030@gmail.com
-  Vancouver, BC
-  Design Portfolio: neoyu.ca
-  Photography Portfolio: neos-photography.webflow.io/

### SKILLS

Graphic Design, Micro-Animations

UI Design, Branding, and Prototyping

UX Design and Research

HTML/CSS

Design Tools:  
Photoshop, Illustrator, InDesign, After Effects, Premier Pro, Figma, XD

### EDUCATION

#### University of British Columbia

**Bachelor of Arts**  
Geography Major & Asian Studies Minor  
2016-2021

#### Langara College

**Post Degree Diploma**  
Web and Mobile Design and Development  
2022-2024

#### BCIT

**Part Time Associate Certificate**  
Digital Marketing  
2022-Present

### PROFILE

Digital & graphic designer crafting unique visual experiences with a human touch. I blend a strong design foundation with the ability to create engaging assets for social media and digital marketing.

Backed by a background in human geography and cultural studies, I build user-friendly designs that connect with diverse audiences. Let's collaborate!

### WORK EXPERIENCE

#### Graphic Designer - Contract (Hybrid)

**Reliance Foundry Co. Ltd.** March 2026 - Present

- Collaborated with the Digital Design & Creative Lead and cross-functional creative teams to deliver design projects across web, landing pages, social media, email campaigns, and print.
- Created landing page mockups in Figma and edited landing page graphics using Adobe Photoshop.
- Produced product field-style visuals using Adobe Firefly and Photoshop, generating realistic environments and compositing products into scene-based imagery.
- Participated in in-house product photoshoots
- Produced high-quality video content to boost social media brand engagement.
- Edited and retouched product, campaign, and brand photography using Photoshop, including colour correction and image optimization.
- Prepared and optimized images and graphics for digital and print production, ensuring technical accuracy and brand consistency.
- Developed and maintained brand assets, improving visual consistency and creating new materials aligned with existing brand guidelines.
- Assisted with layout design, file preparation, and production tasks to support timely project delivery.
- Organized and maintained digital asset libraries and shared folders, ensuring efficient access and version control.
- Actively participated in creative reviews, incorporating feedback to refine and elevate final deliverables.

#### Graphic Designer - Contract (Remote)

**The Personal Development School** August 2025 - June 2026

- Collaborated with the marketing team to design visually engaging graphics and short-form videos for social media platforms and paid ad campaigns.
- Designed eye-catching thumbnails for social media platforms, including YouTube and Instagram.
- Strengthened brand consistency across marketing channels by developing cohesive visual guidelines, templates, and reusable brand assets.
- Created simple yet effective custom illustrations for social media post templates, including carousel content.
- Developed engaging digital content for online courses and promotional materials.
- Designed and optimized landing pages for e-learning courses, bundles, and campaign promotions using Figma, Instapage, and GoHighLevel.

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### LANGUAGES

|           |       |
|-----------|-------|
| English   | ◆◆◆◆◆ |
| Cantonese | ◆◆◆◆◆ |
| Mandarin  | ◆◆◆◆◆ |

### PREVIOUS ROLES

#### Admin Assistant

Agnes Consulting Services Ltd.

Aug 2021 - Nov 2021

#### Admin Assistant

Sushi Kiwami

Mar 2021 - Jul 2021

#### UBC Arts Internship

Vancouver Chinese Community  
Policing Centre

Jan 2018 - Jun 2018

### Graphic Designer & Email Marketing Specialist - Contract

SightSage Foods & Nutrition Inc.

April 2025 - August 2025

- Drove Instagram growth with a 133.6% increase in views, 8% in reach, 27.6% in interactions, and 61.6% in link clicks in 2 months
- Boosted Klaviyo email campaigns, generating \$6K+ in revenue, with a 2.03% increase in open rates and 0.57% increase in click rates in 2 months
- Revamped Klaviyo email flows, particularly the abandoned cart flow, resulting in nearly \$2K in additional sales from June to July
- Produced promotional and educational videos for Instagram and YouTube using Premiere Pro and CapCut, achieving 3.5K views and +3 subscribers in 2 months
- Designed visually compelling marketing emails, ensuring brand consistency and optimizing layouts for mobile and desktop responsiveness
- Created motion graphics and animated GIFs to highlight promotions, products, and key CTAs within email campaigns
- Conducted audience segmentation in Klaviyo and analyzed performance data to refine strategy and improve results
- Designed social media graphics, updated Shopify product assets, and collaborated on multi-platform digital campaigns

### Graphic and UI/UX Designer

PhoneBox

Apr 2024 - Nov 2024

#### Design and Print Materials:

- Assisting marketers with design needs for their respective campaigns
- Crafting visually appealing print materials, such as newsletters, flyers, brochures, posters and business cards
- Redesigning flyer and newsletter templates

#### UI/UX Design & Development:

- Conducting UX research, such as competitive analysis and studying user behaviours with Microsoft Clarity to inform design decisions for mobile apps and web projects, particularly the self-serve web portal/mobile app and home internet web flows
- Communicating with different departments to build user flows for new campaigns and projects.
- Collaborating with other members of the design team to complete UI research
- Designing mockups and prototyping components
- Creating animations on After Effects and prototyping animations on Figma
- Teaming up with front end developers to assist with development process of web and mobile app projects
- Redesigning, designing and developing landing pages for marketing campaigns using Unbounce, incorporating basic coding for animations to enhance user engagement

#### Digital & Social Media Graphics:

- Creating engaging social post graphics, email campaign content (Stripo), E-commerce /Amazon product graphics, and website update visuals.
- Redesigning marketing pdf templates
- Editing videos and producing graphics for digital campaigns