

Natalie Yu

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EDUCATION

University of Waterloo

Waterloo, ON

Bachelor of Global Business and Interaction Design, Minor in Psychology

Sep. 2025 – Dec. 2029

- **Relevant Courses:** Customer Experience Design, Introduction to Digital Media Design, Social Psychology

EXPERIENCE

Web & Product Designer

Sep. 2025 – Present

Creators Collective

Waterloo, ON

- Designed and launched a new club website from 0 to 1, with **10+** components and **12** screens to empower creative exploration at UWaterloo. Drove **500+** website visits within the first week of launch.

Vice President of Public Relations

Oct. 2023 – June 2025

Bayview Athletic Council

Richmond Hill, ON

- Directed the promotion of athletics at Bayview and organized school-wide events with **2000+** attendees.
- Led a full re-brand of social content and designed **10+** templates for weekly scores and schedules, streamlining weekly content production and maintaining brand consistency.
- Produced and edited engaging short-form content, garnering **40,000+** views.

Chief Marketing Officer

Aug. 2023 – Dec. 2024

Target Alpha Canada

Toronto, ON

- Led design and marketing strategy for Canada's largest student-led financial literacy organization, directing **10+** campaigns across 3 social platforms. Managed **\$1000+** in Meta ad budget to maximize campaign reach.
- Designed **100+** social media graphics and **10** templates for **50+** chapters, removing design bottlenecks and ensuring brand consistency across all promotional channels.
- Developed a scalable visual system applied across **4** flagship events to create competition materials, promotional posters, and banners—leading to **400+** registrants per event.

Lead Videographer

July 2023 - Aug 2023

SHAD Canada - Video Committee

Charlottetown, PEI

- Led a team of **8** to produce a 20-minute recap video documenting a month-long STEAM program for students, parents, and program directors, achieving **1,200+** views on YouTube.

Company President

Nov. 2022 – April 2023

Justickers

Richmond Hill, ON

- Directed company operations from product ideation to launch across **5** departments, generating **\$1000+** in revenue and selling **1250+** stickers, under mentorship from CIBC and Junior Achievement.
- Designed the company logo and established our brand identity. Produced the winning advertisement for the “Battle of the Ads” competition, placing **1st** out of 30 companies.

Marketing & Design Intern

Aug. 2022 – Jan. 2023

Prequel

Remote

- Spearheaded marketing campaigns to enhance student engagement and build program credibility with prospective families, increasing social media reach by **31%** and follower count by **37%**.
- Designed and executed various promotional materials: graphics, full-spread magazine ads, and sizzle reels. Conducted user research and identified pain points to improve site navigation for a website redesign.

AWARDS

Best First-Year Design Project | *W5 Designathon*

January 2026

Second Place | *Queens UX Designathon*

November 2025

First Place | *Junior Achievement, Battle of the Ads Competition*

March 2023

Best Booth Design Award | *Junior Achievement, Trade Show Event*

March 2023

TECHNICAL SKILLS

Tools: Figma, Canva, Photoshop, Illustrator, Premiere Pro, Capcut, Webflow, HTML/CSS, Hootsuite, Sprout Social

Skills: Video Editing, Graphic Design, Data Analysis, SEO, WordPress, Meta Ads, Copywriting, Collaboration