

Natalie Yu

647-803-9308 | nxtyu@uwaterloo.ca | linkedin.com/in/nxtyu | Graphics & Video Portfolio

EDUCATION

University of Waterloo <i>Bachelor of Global Business and Interaction Design, Minor in Psychology</i>	Waterloo, ON Sep. 2025 – Dec. 2029
• Relevant Courses: Customer Experience Design, Introduction to Digital Media Design, Social Psychology	

EXPERIENCE

Web & Product Designer <i>Creators Collective</i>	Sep. 2025 – Present 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 <i>Bayview Athletic Council</i>	Oct. 2023 – June 2025 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 <i>Target Alpha Canada</i>	Aug. 2023 – Dec. 2024 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 <i>SHAD Canada - Video Committee</i>	July 2023 - Aug 2023 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 <i>Justickers</i>	Nov. 2022 – April 2023 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 <i>Prequel</i>	Aug. 2022 – Jan. 2023 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 <i>W5 Designathon</i>	January 2026
Second Place <i>Queens UX Designathon</i>	November 2025
First Place <i>Junior Achievement, Battle of the Ads Competition</i>	March 2023
Best Booth Design Award <i>Junior Achievement, Trade Show Event</i>	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