

# May Tong

UX DESIGNER | ART DIRECTOR

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## PROFILE

I am an art director and graphic designer who wants to utilize my skills and experience in a career where I can explore my passion in tech. Every day new and exciting innovations are made in this fast-paced industry! I enjoy thinking about how technology can solve problems and advance people's lives.

My design background allows me to clearly communicate my ideas to clients and developers. I have experience and skills in many roles and I can adapt to working in a solo or team environment.

## SKILLS

Adobe Creative Suite

Figma | Adobe XD

Wordpress

InVision | Pop App

HTML & CSS

UX/UI Design

Web Design

Branding

Video Editing

Motion Design

## EXPERIENCE

### Art Director | UNITE CREATIVE

NOV 2017 - 2022, TORONTO, CA

- Designed and produced print & digital concepts including branding, marketing and promotional materials, logo designs, websites, packaging, digital ads, and editing/creating promotional videos
- Worked closely with social team to create concepts to produce optimal promotional media
- Art-directed the creation of visual assets for external resources such as photographers and illustrators
- Created award-winning campaigns and package designs

### Graphic Designer | WALDEN

MAR 2015 - 2017, TORONTO, CA

- Accountable for direct client support, with a track record of building sustainable relationships
- Managed and completed multiple projects from concept to final deliverable in keeping with tight deadlines
- Educated clients on how to use Wordpress and worked with clients on the creation of final deliverables

### Freelance Designer | LSM INSURANCE

NOV 2014 - 2015, TORONTO, CA

- Updated look of company's website creating wireframes, iconography, and a high fidelity design
- Revitalized the layout and look of a 50-page guide book
- Designed, illustrated and translated educational articles into visually clear infographics

## EDUCATION

### BrainStation | Diploma Candidate, User Experience Design

MAR 2022 - MAY 2022, TORONTO, CA

### York University & Sheridan College | Bachelors in Design

SEPT 2010 - MAY 2014, ONTARIO, CA

- Graduated with honors

## PROJECTS

### Product Designer | [Beacon](#)

APRIL 2022 - MAY 2022, Brainstation Capstone

- Designed mobile app for maintaining connections with friends from research, user testing, user flows, wireframing, and prototypes

### Designer | [évoilà](#)

SEPT 2021 - OCT 2021, Industry Project

- Created final prototype for developer and designed mobile viewpoint