

Weini Zhong

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Address: 17 Lanbrooke Ave, Toronto, ON M2R 2C5

Education

Seneca College

Majoring in Interactive Media Design
GPA 3.8 (1st Semester)
Tech-savvy Assistant at Sandbox

Toronto, Canada
Sept. 2022 - May. 2024
Oct. 2022 - Present

Luxun Academy of Fine Arts

Bachelor of Arts (Dyeing and Weaving Art Design)
Average score is 85/100

Shenyang, China
Sept. 2011 - July. 2015

Professional Experience

SOUNDASIA Technology Co., Ltd.

Graphic Designer

Shenzhen, China
Sept. 2020 - Aug. 2022

- Sound knowledge of client business objectives and be responsible for designing high-quality graphics that align with brand and business objectives in print and digital formats.
- Understand client business and products, manage and complete projects within agreed budgets and timelines.
- Work closely with copywriters and branding to ensure a cohesive relationship between copy and design.
- Use Adobe Creative suite to develop graphics for various creative projects (e.g., posters, banners, bookmarks, textiles, signage, etc.). Supervise mass-produced product effects to ensure compliance with client business goals.
- Communicate with suppliers and other external partners for printing, digital, and photography, ensuring that the final effect of the product meets customer expectations.

DEARKIDS FASHION Co., Ltd.

ANNIL Co., Ltd.

Children's Fashion Graphic Designer

Shenzhen, China
May. 2019 - Sept. 2020
Jul. 2018 - Jun. 2019

- Create innovative, original illustrations/ graphics using Adobe Creative suite.
- Create detailed product line sheets, including product construction details and technical illustrations.
- Collaborate with the sourcing team to ensure feasibility and costing.
- Ensured accurate and timely delivery of new design executions and ideas.
- Conduct product and trend research, and develop concept boards.
- Maintained design and printed documents in an organized electronic catalog for easy access and reference.

BAIDAI Commerce Co., Ltd.

Children's Fashion Graphic Designer

Shenzhen, China
June. 2017 - Apr. 2018

- Designed and executed original patterns for baby apparel and accessories collections.
- Tested graphics across various fabrics.
- Collaborated with the fashion designer on seasonal pattern/graphic vision for all product categories.
- Managed the samples of all pattern prints and embroidery patterns.

Technical Expertise

Adobe Creative Suite (Illustration, Photoshop, Dimension, Premiere, Lightroom), Project Management

Language

Chinese, Cantonese, English

Additional

In 2018, I participated in underwater cleaning activities organized by the PADI AWARE Foundation in the Philippines to collect underwater garbage survey data.