RACHEL WONG (she/her)

rwongdesign@gmail.com
linkedin.com/in/rachelwongdesign
647-921-7779
bit.ly/RWongPortfolio

WORK EXPERIENCE

Eva's Initiatives *(December 2021 - January 2026)*
Print & Graphic Design Program Instructor Coordinator

- Established and taught curriculum that reflects the most relevant and in-demand skills for today's design-based workplaces.
- Lead with empathy and provide individualized support to students beyond the standard curriculum.
- Built and fostered relationships with partner organizations to create a robust and accessible resource network for youth.
- Collaborated with the internal communications team to develop strategies and campaigns that promoted the organization's programs, donor engagement, and social enterprise initiatives.

Campfire Circle *(September 2021 - July 2022)*
Design & Multimedia Coordinator

- Contributed to the Marketing & Communications team, excelling in a fast-paced, highly collaborative environment.
- Supported and directed a range of initiatives including print and digital design, multimedia content, branding, social media strategy and campaigns, copywriting, and the development of graphic resources.
- Spearheaded company rebrand by creating social media assets, print materials, internal resources, branded stationery, and supporting the dissemination and long-term reinforcement of new brand guidelines.

Century 21 Atria Realty Inc. Brokerage *(March 2019 -September 2021)*
Marketing & Graphic Designer

- Developed strategic design solutions, corporate identity systems, and marketing methods.
- Designed websites, agent resources, and implemented cohesive brand identities to enhance brokerage visibility and profitability.
- Trained and mentored employees and agents in marketing software, tools, and strategies—building their confidence and effectiveness in outreach.

EDUCATION

2017-2021 **York University & Sheridan College**
Bachelor of Design *(Specialized Honours)*

Dean's Honour Roll

York University Entrance Scholarship

2026 **OCAD University** **School of Continuing Studies**
Certificate in Art and Design Professional Skills

Areas of focus:

Motion Design, Social Media Marketing, Project Management, 3D Design, and Social Enterprise.

SKILLS

I specialize in brand identity and campaign ideation, with expertise in creating cohesive brand systems across print, digital, and social media. I have extensive experience in leadership, mentorship, as well as being a collaborative team member. I take pride in my adaptability, ideation skills, and ability to bring an empathetic, human-centered approach to every project. At the heart of all design lies human connection, so why not make it the primary driving force?

Proficient in

Adobe CC Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Dimension.

Other Social Media Marketing, Email Marketing, Figma, Video Editing, Website Builders, Wordpress, HTML and CSS, Music.