

# florencekwok

visual & digital designer

## COMPUTER SKILLS

### Design:

Adobe CC (Illustrator, InDesign, Photoshop, Flash, Dreamweaver), K4 Publishing System, Sketch (UI/UX design)

### Programming languages:

Flash ActionScript3, XHTML, CSS, JavaScript, jQuery, PHP, MySQL

### Videos:

Premiere, After Effects

## OBJECTIVE

My professional design passion from print to digitals strives me to develop creative effective design solutions to the clients and readers. Being of detail-oriented and well time management are the objectives in my work practice. With my strong knowledgeable graphic design experience, I am confident that I can contribute and share my expertise to your company.

## WORK EXPERIENCE

October 2011 — February 2019

**DEPUTY ART DIRECTOR**—Style at Home magazine and Canadian Living magazine, TVA Publications, Toronto, ON

- Worked closely with Creative Director and Editors from creating concepts, designing pages and production for different stories to meet the particular style of each magazine.
- Conceptualized photo shoots with Creative Director for features and created mock-ups for the art templates.
- Assigned illustrations with the art direction to meet the branding of the magazine.
- Supervised and provided direction to junior designers.
- Managed production, preflighted and approved pages under deadlines of two magazines.

May 2010 – August 2010

**ASSOCIATE ART DIRECTOR**—Style at Home magazine and Canadian Gardening magazine, Transcontinental Media Inc., Toronto, ON

- Worked closely with Art Directors and Editors to create concepts for different stories to meet the particular style of each magazine.
- Responsible for designing feature stories and art directing photoshoots.
- Responsible for production of the magazine.

February 2009 – May 2010

**ASSISTANT ART DIRECTOR**—Canadian Gardening magazine, Transcontinental Media Inc., Toronto, ON

- Worked closely with Art Director from design stage to production of the magazine.
- Responsible for designing layouts of the up-front columns, the back columns and some feature stories.
- Art directing in a studio gardening product photo shoot.
- Assisted with image selection, forward selects to photographers and follow up for final digital files.
- Commissioned illustrators for the up-front stories.
- Researching and handling all stock images every issue to ensure the consistency of the style of the magazine.

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## EDUCATION

2010 – 2011

**SHERIDAN COLLEGE**, Oakville, ON

Post Graduate Certificate –  
Interactive Multimedia  
(with High Honours)

- Course project: Redesigned the template of Lieutenant Governor of Ontario's website and engaged the audience with social media.

1999 – 2004

**ONTARIO COLLEGE OF ART & DESIGN**,  
Toronto, ON

Bachelor of Design

- Five year Graphic Design Degree Program; Major in Editorial Design

## AWARDS

2011

**HONOURABLE MENTION –  
34<sup>TH</sup> NATIONAL MAGAZINE AWARDS**  
(Homes and Gardens)

2002 – 2003

**PATRICIA WATT AWARD**—4<sup>th</sup> Year  
Award at OCAD's annual exhibition

2000 – 2001

**TIMOTHY MASON AWARD**—  
2<sup>nd</sup> Year Award at OCAD

June 2006 – December 2008

**FREELANCE WEB DESIGNER AND GRAPHIC DESIGNER**—Irish Creek Stables,  
Cambridge, ON

- Redesigned Irish Creek Stables website to a more kids-friendly and easy to use website.
- Maintained the website with latest information and contents.
- Designed summer camp brochures.

January 2006 – February 2009

**ASSISTANT ART DIRECTOR**—Canadian Home and Country magazine,  
Transcontinental Media Inc., Toronto, ON

- Worked closely with Art Director to refresh the template of the magazine.
- Responsible for designing layouts of the up-front columns, the back columns and some feature stories.
- Worked on the Canadian Home and Country Show Guide, sales brochure and other magazine promotional ads.
- Art directed a decor product photo shoot in the photo studio.
- Reviewed colour soft proof with production department.

November 2004 – February 2006

**GRAPHIC DESIGNER**—Wave Advertising Inc., Toronto, ON

- Created Asia travel booklet layouts and in-house advertising for travel account of Tai Pan Tours.
- Designed layouts for a monthly lifestyle magazine, poster and event promotional materials.

Summer 2003

i) **INTERN GRAPHIC DESIGNER**—Avid Media Inc., Markham, ON

- Created layouts for contributors, source guide and events' advertisement in Canadian Home and Country magazine. Coordinated page layouts, photo scanning and making mock-ups. Worked with art director, editor and copywriter in the design process.

ii) **INTERN GRAPHIC DESIGNER**—Carol Moskot Publication Design and  
Direction, North York, ON

- Created feature layouts for a client of World Vision Winter 2003/04 Childview Magazine and provided direct assistance to art director.

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