

# Manda Jade Tsiang

Designer

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## Work Experience

### Graphic and Web Designer

Impact Public Affairs / Aug 2023 - Present

- Designing, developing and maintaining websites using Wix, Wordpress and Shopify
- Editing videos and creating logo animations
- Designing and illustrating print and digital materials such as event signage, posters, invitations, one-pagers, reports and brochures
- Developing visual brand identities

### Desk Staff, Climbing Instructor and Youth Coach

Basecamp Climbing / Oct 2022 - Present

- Cultivating a safe, clean and friendly climbing environment by providing excellent customer service and managing desk operations
- Teaching introductory climbing and belay courses
- Coached kids aged 11-16 years in after-school recreational climbing program
- Designed stickers to be sold at the gym

### Product Designer

Cohere / Nov 2021 - Jul 2022

- Collaborated with the design team, product managers and engineers to ideate, design and ship new product features for the Cohere Playground and the marketing website
- Performed user interviews and testing and analyzed user metrics to drive design decisions surrounding user experience improvements
- Contributed to growing the design culture and processes by developing templates to track and organize design projects and by hosting a Figma workshop
- Developed branded templates for e-mails, slides and landing pages

### Marketing Designer

York University Student Centre / Jun 2019 - Nov 2021

- Designed print and digital marketing materials for the York University Student Centre and its clients
- Collaborated with the design team and marketing manager to develop new brand identities for the YUSC's clients and ads and social media content catered to over 50,000 students and staff on campus
- Built and maintained asset libraries and the YUSC'S design systems

### Graphic Design Intern

Memoryz / Jun - Jul 2020

- Collaborated with the CEO and marketing team to refresh the Memoryz brand
- Created character illustrations and additional assets based on the Memoryz brand guidelines
- Led the website redesign

## Tools

Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Adobe XD  
Adobe AfterEffects  
Figma  
Sketch  
HTML/CSS/Javascript  
Glyphs

## Skills

Graphic Design  
UX/UI Design  
Web Design  
User Research  
Wireframing  
Prototyping  
Branding  
Illustration  
Typography

## Languages

English  
French

## Education

### Honours Bachelor of Design

York University, Sheridan College / 2017 - 2021

- *Cum Laude* (3.65 GPA)
- Dean's Honour Roll
- Charles River Scholarship

### DEC, Graphic and Web Design

John Abbott College / 2014 - 2017

- Dean's List 2017
- Honour Roll 2014 - 2017

## Achievements

### First Place

New York Times Adobe Creative Jam / Sep 2021

### Honorable Mention

Forge Award for Logo Design / Aug 2021

### Honorable Mention (Top 20)

Southwest Airlines Adobe Creative Jam / May 2021

### Honorable Mention (Top 20)

MTV Adobe Creative Jam / Nov 2020

## Community Involvement

### Hackathon Judge

SheHacks+ 6 / Jan 2022

- Reviewed and scored 20 different projects on design, originality and idea presented by students at Canada's largest 36-hour hackathon for women and non-binary individuals in tech

### Communications Manager

YSDN Class of 2021 Gradshow / Sep 2020 - Apr 2021

- Facilitated communications between the YSDN 2021 Gradshow teams and professors
- Assisted with social media strategy/planning
- Managed bi-weekly executive meetings, delegation of tasks, and team check-ins
- Oversaw production and distribution of the YSDN2021 Zine and merchandise

### Design Student Mentor

Design Students Association / Sep 2018 - Apr 2021

- Met regularly with first year students to give design critiques, coding help and general advice

### Branding Coordinator, Co-Chair

Design Students Association / Sep 2017 - Jun 2019

- Created promotional materials for print and social media for DSA events
- Planned social events, skill-building workshops, and design studio tours for the students of YSDN
- Led the weekly meetings for executive members

## References

Available on request