



kristy hui

GRAPHIC DESIGNER & PHOTOGRAPHER

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“A **GRAPHIC DESIGNER** with a strong background in visual storytelling through photography. I demonstrate a strong sense in layout design and bringing diverse concepts to life through design. I enjoy working in a team, sharing stories and connecting with people. My experience has made me a passionate, hard-working designer with excellent attention to detail, colour and typography.

Experience

DESIGNER • We Rave You Magazine – **Freelance • Jan. & Feb. 2022**

Assisted the Lead Designer in designing editorial layouts for *We Rave You Magazine* with the content provided by the writers. My tasks included:

- Designed selected editorials in the January and February 2022 issue while maintaining brand and design standards, resulted in meeting the tight deadline.
- Demonstrated my skills in Adobe InDesign by setting up master pages, and utilized character and paragraph styles in the design process.
- Scheduled for release at end of every month.
<https://magazine.weraveyou.com/archive/>

GRAPHIC DESIGNER • PAZ Upcycling – **Graduation Project • 4 Months / 2021**

Re-branded a sustainable slow fashion brand with a focus on visual identity and highlighting their sustainable practice through a campaign. Responsibilities included:

- Collaborated with the client throughout the design process and scheduled bi-weekly meetings with both the client and a mentor with updates on the project, and to receive feedback for changes or improvements.
- Directed and shot the brand photography, from creating a mood-board, to planning the photoshoot and leading a team of 4 models.
- Designed a Brand Guideline that included logo design, brand applications, website mock-ups, campaign and social media assets. Resulted in a cohesive brand identity that highlights their sustainable aspect. Scheduled and ready for release in December 2021.

GRAPHIC DESIGNER • CEED Centre Society – **Client Project • 2 Months / 2021**

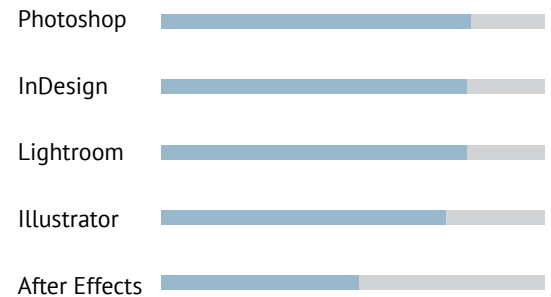
Worked in a team of 4 with a non-profit organization. The challenge for the team was to utilize design thinking to raise awareness on the services and opportunities offered by the organization, and to create a greater connection within the Maple Ridge Community. My tasks included:

- Liaised information, questions and concerns on the design process between the team and client, as well as scheduled meetings for feedback sessions and updates on the project's process.
- Took initiative in leading discussions, and setting up team milestones and deadlines in order to stay on track, in addition to, managed and organized all files needed to be sent to the client.
- Utilized my skills in Adobe InDesign and Illustrator, and designed a brochure with updated program list and a poster that effectively communicated the organization's mission and services.

Specialties

- Art Direction
- Branding
- Layout Design
- Photography
- Retouching
- UX/ UI Design

Software Skills



Education

Associate's Degree • Communication Design **Vancouver Film School • Digital Design • 2021**

- Best Communication Design Award For PAZ Upcycling

Bachelor in Fine Arts • Photography **Emily Carr University of Art & Design • 2016 - 2020**

- Capture Photography Festival – 2021
 - Photography series selected and showcased in the "To Stay Related" Exhibition.
- There and Back Again Exhibition – 2019
 - Showcased photography works shot during the Exchange Program in Edinburgh.

Exchange Program • Photography **Edinburgh College of Arts • Jan - May 2019**

Interests & Hobbies

