

# JEFFREY TSE

## Multimedia Designer

### CONTACT

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### SKILLS

#### Software Skills

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Premiere Pro

Adobe After Effects

Adobe Lightroom

Microsoft Word

Microsoft PowerPoint

Microsoft Excel

Figma

Canva

Mailchimp

#### Technical Skills

HTML/CSS

JavaScript

Drupal

Brand identity

Designing for print

Typography

Web Accessibility

Photography

Video editing

#### Soft Skills

Project management

Time management

Attention to detail

Creative thinking

Adaptability

Collaboration

Communication

English

Cantonese

French

### EXPERIENCE

#### Graphic Designer

##### Freelance

Nov. 2024 – Present

- Created a cohesive branding identity, including logos, typography, and colour palettes, to establish a strong visual presence for a new social media platform.
- Drafted web and app mockups using Adobe Photoshop to showcase on the client's portfolio, highlighting the potential user experience and interface.
- Developed a portfolio and branding guidelines, ensuring visual consistency throughout while maintaining clear communication of the client's vision.

#### Graphic & Web Designer

##### University of Toronto Scarborough

Sept. 2020 – Jul. 2023

- Designed social media posts, posters, and flyers on Adobe Creative Cloud software for several campus departments, including Student Life Programs and the International Student Centre, resulting in a 25% increase in social media following on Instagram.
- Supervised a team of three Work-Study graphic design students by delegating tasks, conducting weekly design reviews, and training, leading to a 20% improvement in design project turnaround time.
- Devised and implemented webpage edits across the website, prioritizing accessibility and user-friendliness to enhance students' ability to find information, heightening satisfaction among users.

#### Camp Instructor

##### University of Toronto Scarborough

Jan. 2022

- Led a team of four instructors and two teaching assistants to produce a curriculum for the Department of International Academic Programs and Initiative's Winter Camp class on short video production.
- Delivered lessons remotely to a class of 32 students in China aged 15+ on videography concepts, filming techniques, and how to use editing apps such as iMovie and CapCut.
- Provided students with personalized guidance to clarify ideas, foster teamwork, and increase overall productivity during classes, achieving a 95% student satisfaction rate based on feedback surveys.

### EDUCATION

#### Centennial College

Certificate, New Media Design

2019 – 2022

#### University of Toronto

Honours Bachelor of Arts (HBA), New Media Studies & Linguistics

2018 – 2022