

YIDI CHEN

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32 Glenarden Crescent, Richmond Hill, On, L4B 2G9

EDUCATION

Toronto Metropolitan University **Sep 2021 - Present**

Bachelor of Fine Arts, New Media (Minor in Communication Design)

- CGPA: 3.93/4.33
- Coursework: Tangible Media (A+), Game Engine (A+), Cybernetics and Body Centric Technologies (A+), Interactive Spaces (A+), Photoshopped! The Art of Image (A+), Contemporary Strategies (A+), Intro to Computational Arts (A+), 3D Printing (A), Typography (A), Advanced New Media Topics (Ants, Agents, and Automations) (A), Design and Layout (A), Interactive Storytelling (A), Motion Graphics, Visual Communication, Experiential Media

PROFESSIONAL EXPERIENCES

Sina Weibo (Beijing) **May 2024 - Aug 2024**

Graphic Designer of Beauty and Makeup Group - Intern

- **Visual Design:** Independently designed event posters and extended visual materials, ensuring consistency and alignment with the guidelines.
- **UI Design:** Designed and implemented digital banners, interactive elements, and wireframe layouts to capture audience attention and visually communicate brand uniqueness under tight deadlines.
- **Curating and Promoting Event Highlights:** Selected high-quality works from events and designed promotional materials to enhance outreach efforts and audience engagement of the event.

EXTRACURRICULAR ACTIVITIES

popMatrix(); Exec Team **Oct 2024 - Present**

Graphic Designer

- **Graphic Design:** Created visually engaging promotional materials, including posters, for popMatrix();, a market showcasing handmade and fabricated goods by New Media students.

OCTO ZONE (Toronto) **Sep 2023 - Present**

Graphic Designer & Shop Assistant - Part time

- **Graphic Design:** Designed visually engaging promotional materials such as event posters, social media graphics, and digital screen ads to enhance customer interaction and improve event visibility.
- **Event Planning:** Conceptualized and executed in-store events, focusing on creating mini-games and activities for different festivals, and developed props and decorations tailored to specific events.

Toronto Metropolitan University Chinese Students and Scholars Association **May 2022 - Present**

TMUCSSA Executive Committee Member

- **Content Creation:** Authored sections of the *Freshman Handbook*, focusing on campus life and academic resources to support new students' transition to university.
- **Podcast Production:** Recorded and edited RUOK podcast episodes, collaborated with team members to brainstorm topics, conduct interviews, and ensure high-quality post-production.
- **Social Media Design:** Designed and managed social media posts to promote events and engage the student community.

TECHNICAL SKILLS

Design and Media Tools: Photoshop, Adobe Illustrator, InDesign, After Effects

Interactive and Modeling Software: TouchDesigner, Tinkercad, Fusion 360

Fabrication Tools: Laser Cutting, 3D Printing

Hardware and Programming: Arduino, MakeCode (Adafruit)

Productivity Tools: Microsoft Office

Languages: English (Fluent), Chinese (Native)