

JEFFREY TSE

Graphic Designer

CONTACT

647-889-9060

jtse.design@gmail.com

jefftse.ca

[linkedin.com/in/jeffreycftse](https://www.linkedin.com/in/jeffreycftse)

SOFTWARE

Adobe Creative Cloud

Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Lightroom

Microsoft Office

Word, PowerPoint, Excel

Web & UX/UI Design

HTML/CSS, JavaScript, Figma, Drupal, Wix, WordPress

Marketing Tools

Canva, Mailchimp, Hootsuite, Later, Monday.com

SKILLS

Brand identity
Designing for print
Typography
Web Accessibility
Photography
Video editing
Project management
Attention to detail
Collaboration
Communication
English
Cantonese

EXPERIENCE

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.

Graphic Designer

RollUP Solutions

Jul. 2021 – Jan. 2023

- Produced social media graphics and wrote copy to promote RollUP's mission of donating mobility devices and making mobility affordable for everyone.
- Collaborated with the marketing team to develop campaigns that reached over 5,000+ people, generating an over 450% growth in website visitors.
- Developed a branding guideline package for consistent brand identity across social channels, enhancing the effectiveness of visual content strategies.

Digital Marketing Assistant

Canadian Franchise Association

Jun. 2022 – Sept. 2022

- Facilitated in creating social media graphics and writing copy to promote franchising in Canada and other association services.
- Proposed and edited promotional videos with Adobe Premiere Pro to support the association's National Convention and Meet & Greet events, garnering positive feedback from members and event attendees.
- Researched website improvements, proposing new page layouts to drive further engagement and click-through rates.

EDUCATION

Centennial College

Certificate, New Media Design

2019 – 2022

University of Toronto

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

2018 – 2022