KWONG CHUNG
GRAPHIC DESIGNER

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PROFILE

Detail-oriented and collaborative Graphic Designer with 20 years of experience delivering high-quality branding and visual communications in support of marketing, creative, and sales teams.

PROFESSIONAL SKILLS

- Adobe Creative Cloud (Photoshop, Illustrator, InDesign, DreamWeaver, Flash animation)
- HTML, CSS, Bootstrap, Hubspot CMS, WordPress & Elementor, AODA
- UI / UX Visual Design, SEO
- Ecommerce: Magento, X-Cart, Shopify, WooCommerce
- MailChimp and Constant Contact email marketing campaigns
- Typography and Colour Theory
- Layout designs with simplicity & clarity
- Graphic communications for marketing – web, print, ecommerce, email campaigns, presentations
- Microsoft Office (Word, Excel, PowerPoint, Outlook)
- Mac OS, Windows

PORTFOLIO

kwongc.carbonmade.com

BLVDdesign.store

LINKEDIN

linkedin.com/in/kwongchung

EXPERIENCE

Owner / Graphic Designer
BLVDdesign.store (Toronto)
October 1, 2021 — Present

- Owned and managed an e-commerce store selling graphic apparel, utilizing Adobe Creative Cloud, WordPress, WooCommerce, SEO, and advertising

Web / Graphic Designer
SmartSimple Software (Toronto)
A technology company providing SaaS solutions
January 8, 2018 – October 23, 2023

- Directed design and branding for Marketing/Sales across digital and print, ensuring consistency in campaigns, trade shows, landing pages, brochures, social media, infographics, and paid advertising
- Led the redesign of the SmartSimple corporate website using Bootstrap and HubSpot CMS, ensuring full compliance with AODA accessibility standards
- Worked closely with marketing, product development, project management, copywriting, business analysis, and senior leadership teams to deliver cohesive and impactful visual solutions

Principal Graphic Designer
OpenText Corp. (formerly DELL EMC — Toronto)
August 29, 2016 — March 1, 2017

- Provided design guidance and support to senior stakeholders across the U.S. and Europe, ensuring effective visual communication for web, print, digital channels, trade shows, and conferences
- Created marketing and sales collateral aimed at informing, engaging, motivating, and converting targeted audiences

Graphic Designer, Ecommerce / Marketing
Sprott Money Ltd. (Toronto)
October 1, 2014 — August 26, 2016

- Led the rebranding and redesign of Sprott Money's e-commerce website and all supporting visual assets, elevating the overall look and feel of brand communications
- Strengthened brand trust through clean, professional, and consistent graphic design across all channels (print, digital, website, social media, trade shows)

EDUCATION

OCAD University (Toronto)
Graduated from a 4 year study in *Communication & Design* (Graphic Design)