Corey Dong

Multidisciplinary Visual Designer based in Toronto, ON

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EXPERIENCE

Graphic Designer
Markham People's Community Church
Markham, ON

Jun 2022-Aug2024
- Designed 30+ promotional posters, packaging designs, promotional videos, unique logos, patterns, illustrative icons, and merchandise design for the Markham Children's Choir and Markham People's Performing Arts.
- Creating promotional videos using After Effects, and Premiere Pro for multiple event promotion.
- Redesigned and developed the website template using Figma for Markham People's Community Church, focusing on responsive design and user experience.
- Collaborated with church staff to ensure the site reflected the church's mission and values while optimizing for both desktop and mobile views.

Graphic Designer
Legend Media
Toronto, ON

Apr 2022-Sep2022
- Designed and developed 20+promotional posters, stickers, brochures, and pamphlets that effectively communicated different brand's message and promotional offers. Applied solid understanding of grids, layouts, and typography principles to ensure that each piece was visually balanced.
- Worked closely with cross-functional teams, including marketing, sales, and clients, to understand design requirements and align on the project vision. Balanced multiple projects simultaneously while maintaining attention to detail.

UX/UI Designer
The Hospital for Sick Children
Toronto, ON

Jun 2020–Nov 2021
- Led the design and development of Nurturing the Seeds, a responsive app aimed at raising awareness about infant and early childhood mental health, which included the creation of 10+ user flows.
- Conducted user research, creating personas and journey maps to gain a deep understanding of the target audience. Developed the app from scratch, starting with low-fidelity wireframes and progressing to high-fidelity prototypes using Adobe XD, ensuring seamless transitions and user interactions.
- Designed custom icons and visual elements to enhance the app's aesthetics and usability, ensuring consistency with the hospital's branding.
- Collaborated closely with developers in an agile environment. Organized and led stakeholder meetings, presenting design concepts, gathering input, and aligning the project with organizational goals and user needs.

EDUCATION

George Brown College
Advanced Diploma, Graphic Design
Aug 2024 | Dean's List

University of Toronto
M.Ed, Developmental Psychology and Education
Aug 2019

East China University of Political Science and Law
B.A, Legal Translation
June 2017

SKILLS

Tools
Adobe Creative Suite, Microsoft Suite, Figma, Sketch, Sketchup, Procreate, Jira, Miro, HTML, CSS, Wordpress

Research
User Interviews, User Analytics, Competitor Analysis, Persona, A/B Testing, Journey Map, Heuristic Evaluation, Usability Testing

REFERENCES

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