

# Xiaotian Wang

She/Her

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Portfolio: <https://drive.google.com/file/d/1pDkq-H7FBp1X5BmGECTnPvslg3iGK0ft/view?usp=sharing>

## SUMMARY

- 3+ years of experience in the design industry, proficient in graphic design, illustration, editorial layout design, social media content design, video editing, and digital marketing.
- Advanced skills in Adobe Creative Suite: InDesign, Illustrator, Photoshop, Wix, Canva, MS Office, Google Office.
- Rapid learning capabilities, effective communication and coordination skills.
- Responsibility, positive working attitude, and strong team spirit.

## EDUCATION

**McGill University, Bachelor of Arts**

*Montreal, QC*

Major: Economics; Minor: Art History, Communication Studies

Sep 2018 – Dec 2022

## WORK EXPERIENCE

*95 Developments*

*Scarborough, ON*

**Graphic Designer**

Apr 2024 – Present

- Develop and execute design concepts for marketing materials, including brochures, email campaigns, invitation cards, pop-up fabrics, and social media graphics.
- Work collaboratively with the marketing team to create compelling presentations and sales collateral that reflect brand identity and the specifics of ongoing development projects.
- Create visualizations and renderings that illustrate the potential of undeveloped spaces for stakeholder and clients.
- Manage multiple design projects from concept through completion under tight deadlines. Maintain and evolve corporate branding, ensuring consistency across all visual media.

*Rayonled Lighting Systems Inc*

*Brossard, QC*

**Graphic Designer**

Mar 2023 – Apr 2024

- Establish design and typography guidelines for aesthetics and brand consistency across all mediums and platforms.
- Utilize existing photos, illustrations, and other graphic assets to design company promotional materials for both print and digital use, including logos, flyers, business cards, booklets, signages, banners, product catalogues, vehicle lettering, and website assets.
- Communicate with clients and other team members to determine requirements and vision for design projects, advising the clients on material choice, cost estimation, leading time estimation, and style direction based on their needs.
- Present design concepts to clients and stakeholders, making revisions and adjustments based on feedback.
- Work with internal technology software to effectively organize client files and manage design project timelines.
- Coordinate with various sub-contracting partners and oversee the production process, making sure the final products delivered are up to quality standards.

- Supervise all aspects of production for print. Collaborate with other graphic designers and printing technicians to review finalized materials, ensuring all files are ready-to-print and providing operational support if needed.

*SSS - Salman Sajun Studio*

*Montreal, QC*

**Social Media Intern**

Jan 2023 – Apr 2023

- Oversee social media management across multiple platforms, including Instagram, LinkedIn, TikTok, and Facebook. Strategically plan weekly posts with a minimum four-week lead time. Maintain records of all posts and engage with the community daily across each platform. Analyze social media insights to enhance overall performance.
- Assist in client research and deck creation.
- Collaborate with production/post-production teams to capture Behind-The-Scenes footage for case studies and social media content.
- Efficiently organize project files and manage folders. Actively contribute to brainstorming sessions for internal projects.

*AUS - Arts Undergraduate Student Society of McGill University*

*Montreal, QC*

**Graphic Designer**

Aug 2022 – Apr 2023

- Designing logos, posters, cover photos, and various collateral for AUS groups and events.
- Illustrating promotional materials to enhance visibility and engagement for AUS initiatives.

*smART Magazine*

*Toronto, ON (Remote)*

**Editorial Designer & Illustrator**

Mar 2022 – Jul 2023

- Collaborate closely with the Chief Editor to design and layout print articles using InDesign, while adhering to established aesthetic and design guidelines.
- Produce editorial illustrations that complement and enhance the content of the articles.

*The McGill Tribune*

*Montreal, QC*

**Design Editor**

Jul 2021 – Apr 2022

- Design and layout newspaper content weekly for online and print-based publications. Regularly craft promotional posters to enhance visibility and engagement.
- Coordinate between writers and designers. Collect illustration requests from written sections and pitch them to creative contributors.
- Conduct weekly section meetings, providing oversight for all contributors and staff illustrators within the Design section.
- Attend and actively contribute to weekly editorial board meetings.

**Staff Illustrator**

Oct 2020 – Jul 2021

- Create editorial illustrations to accompany articles.
- Participate in weekly section meetings, contributing to brainstorming sessions for comic ideas.

## LEADERSHIP EXPERIENCE

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*Redpath Museum*

*Montreal, QC*

**Student ambassador for Mini-Science Series**

Jan 2021 – Dec 2021

- Collaborate with colleagues and communicate with speakers to obtain primary and secondary documentation. Prepare for the branding of Mini Science.
- Conduct interviews with speakers and document oral histories.
- Facilitate speaker introductions and manage the Q&A sessions for the Mini-Science lectures of the 2021 McGill Bicentennial year.

*Off-campus & Commuter Student Support (COMunity) - McGill University*

*Montreal, QC*

**External Relations Connector**

Oct 2020 – Apr 2022

- Research opportunities to promote services around the McGill campus and faculty associations.
- Coordinate with colleagues to manage budgets and promote events or activities effectively.
- Develop innovative programming tailored to off-campus students, aiming to mirror the comprehensive offerings available to first-year students residing in McGill residences.

**SKILLS**

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**Software:** Adobe Creative Suite: InDesign. Illustrator. Photoshop. Wix. Canva. MS Office: Excel, PowerPoint, Word. Google Office. Clip Studio Paint. Krita. Capcut. Asana. Slack. Zoho Books.

**Languages:** English (Fluent), Mandarin (Native), French (Beginner)

**Interests:** Painting. Climbing. Squash.