

BERNICE JY WONG

EDUCATION

SCHOOL OF VISUAL ARTS

Master of Fine Arts
Products of Design
COMPLETION: MAY 2018 | **NEW YORK**

UNIVERSITY OF BRITISH COLUMBIA

Bachelor of Commerce
Marketing and Sustainability
MAY 2015 | **VANCOUVER**

HEC SCHOOL OF MANAGEMENT

International Exchange
FEBRUARY 2014 | **PARIS**

INTERESTS

Student Committees:

DESIGNERS FOR SOCIAL JUSTICE, SUSTAINABILITY, SOCIAL MEDIA

Currently Reading:

SAPIENS

Favorite Book:

THE UNBEARABLE LIGHTNESS OF BEING

Places I've Called Home:

VANCOUVER, TORONTO, PARIS, MELBOURNE, SHANGHAI, NEW YORK

EXPERIENCE

DEZAN SHIRA AND ASSOCIATES

Digital Marketing Contractor
JUNE 2016 – OCTOBER 2016 | **REMOTE**
Evaluation and redesign of website career section

Marketing and Design Assistant

DECEMBER 2015 – MAY 2016 | **SHANGHAI**
Coordinated and maintained client relationships for media partnerships
Designed digital media, banners, and email newsletters

SAUDER SCHOOL OF BUSINESS

d.studio: Design Strategies for Business Innovation Teaching Assistant

JANUARY 2015 – MAY 2015 | **VANCOUVER**
Supported 22 upper-level students from diverse faculties to research, prototype, and deliver solutions to client companies
Collaborated with professor to produce and facilitate weekly studios

BRIDGEABLE

Design Strategy and Research Intern

MAY 2014 – AUGUST 2014 | **TORONTO**
Worked in a team of 3 to assist client, Prosper Canada, in increasing adoption of government incentives for post-secondary education
Planned and facilitated a co-creation workshop
Used ethnographic research methods to generate insights and design principles
Created interaction models, wireframes, and design for 2 websites

S.C. CHAN AND COMPANY

Business Analyst Contractor

NOVEMBER 2012 – JULY 2014 | **VANCOUVER**
Researched and analyzed regional market data to form concepts and write business plans for new venture start-ups

FREELANCE

Signage Board – Rhapsody Property Management Services

SEPTEMBER 2016 | **TORONTO**

Print and Digital Collateral – Rainbow Station Shanghai

MARCH 2016 – AUGUST 2016 | **SHANGHAI**

Book Cover (x2) – Independent Author

AUGUST 2015, SEPTEMBER 2015 | **TORONTO**

Report Design – UCLA Luskin School of Public Affairs

MAY 2015 | **LOS ANGELES**

TECHNICAL

Adobe Creative Suite
OmniGraffle, OmniPlan
Balsamiq, Proto.io
Proficient HTML5/CSS
Basecamp
Fundamentals of Arduino

LANGUAGES

Spoken Cantonese
Beginner Mandarin
Beginner French