

Veronica Hoo

University of Waterloo Graduate, Global Business & Digital Arts
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Objective

Undergraduate student seeking a position in a creative & collaborative environment, that can benefit from my graphic design, organization, and critical thinking skills, as well as fine art experience.

Summary of Qualifications

- Proficient in Adobe Illustrator, Photoshop, & Premiere Pro
 - 3 years experience in mock-up creation, using Figma
 - Strong understanding of design principles, gained through 10+ years of fine art classes
 - Consistently able to deliver results under tight deadlines
 - Works well in individual and collaborative settings
 - Adapts quickly to new environments
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Education

Candidate for (Honors Bachelor Degree)

Global Business & Digital Arts

Sept. 2019 – Apr. 2023

University of Waterloo, Waterloo, ON

- Graphic Design
- UX/UI Design
- Video & Audio Production and Editing
- Project Management & Working in Teams

International Exchange

Aug. 2022 – Dec. 2022

Ewha Womans University | Seoul, Republic of Korea

Other Diplomas –

Candidate for Korean Language I Diploma

Sept. 2019 – Apr. 2023

University of Waterloo, Waterloo, ON

Employment Experience

Summer Intern – UX & Graphic Design

May 2022 – Aug. 2022

Year Zero Studios, Virtual Position

- Redesigned company websites, using Wix, to update information and refresh brand image
- Created mockups of website user flows, using Figma, to provide a framework for new website features
- Designed logos for projects, using Adobe Illustrator, to strengthen brand and promote new company initiatives
- Proofread & edited articles and e-blasts sent out to customers monthly

Summer Intern – Communications & Brand

May 2021 – Aug. 2021

Alectra Utilities, Virtual Position

- Reworked and created 200+ icons, using Adobe Illustrator, in order to implement new brand guidelines
 - Created animated video content, using Adobe Premiere Pro, to inform customers about planned electrical outages
 - Designed content for social media, using Adobe Illustrator and Photoshop, to promote new company initiatives
 - Proofread & edited articles and e-blasts sent out to customers monthly
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Activities and Interests

Fashion For Change Club

Jan. 2022 – April 2022

University of Waterloo | Waterloo, ON

- Worked on the marketing team to develop branding and produce content for social media; All work went towards a student-produced, student-run fashion show for charity.

Language & Culture Corner

Jan. 2021 – Apr. 2021, Oct. 2021 – Dec. 2021

University of Waterloo | Waterloo, ON

- Exchanged language and culture through participating in weekly discussion sessions, as a group of international and local university students.

Hack-a-thon Contestant

Aug. 2021

TechNova Hackathon

- Awarded with 2nd place for Beginner's hack, by developing a prototype for a mobile habit-tracking app, as a part of a 4-person team.