

COREY DONG

Multidisciplinary Visual Designer based in Toronto, ON

www.coreydong.info
(647)916-8885
dcq0105@gmail.com

EXPERIENCE

Junior Digital Artist

Elohim Holdings Canada
Scarborough, ON

Nov 2024-Present

- Designed user-friendly UX/UI interfaces for a bedtime story app and educational gaming app for autism kids, ensuring engaging experiences.
- Illustrated captivating in-app story illustrations to enhance user engagement and interaction.
- Created a comprehensive branding system and IP design for the app, boosting brand recognition and user loyalty.
- Design Initial concept for presentation with AI-driven design tools.

Junior Creative

Spark Advocacy

Nov 2024-Dec 2024

- Designed Website Dashboard UX/UI, increasing user engagement and retention.
- Executed social media campaigns for GST-free promotion, driving brand awareness and customer acquisition.
- Created website banners for autism kids and family service, enhancing brand visibility and community outreach.
- Edited videos for senior long-term care promotion, improving communication and engagement with target audience.
- Using Midjourney and other Ai driven design tool to generate concepts at the initial stage.

Graphic Designer

Markham People's Community Church
Markham, ON

Jun 2022-Aug 2024

- 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.

P2 for more....

EDUCATION

George Brown College

Advanced Diploma, Graphic Design
Jun 2024 | Dean's List

University of Toronto

M.Ed, Developmental Psychology and Education
Jun 2019

East China University of Political Science and Law

B.A, Legal Translation
June 2017

SKILLS

Tools

Adobe Creative Suite,
Microsoft Suite, Figma,
Sketch, Rive, 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

Gilbert Li

(416)979-7582
gilbert@gilbertli.com

Billy Allen

(647)778-1926
billy@sparkadvocacy.ca

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EXPERIENCE

Graphic Designer

Legend Media

Apr 2022-Sep 2022

- 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

Infant and Early Childhood Mental Health Promotion

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.

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